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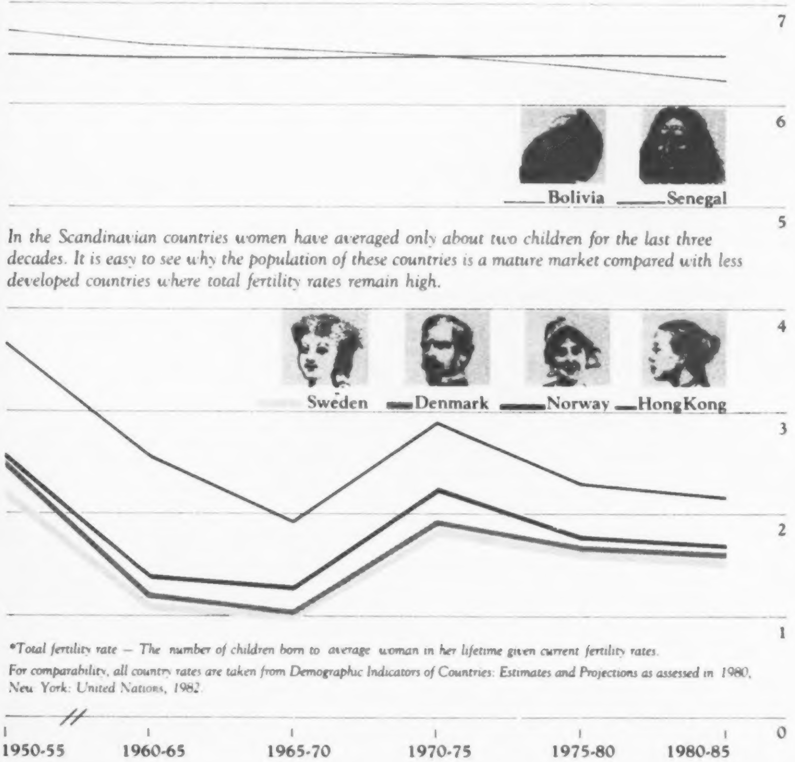
Selected Total Fertility Rates*



In the Scandinavian countries women have averaged only about two children for the last three decades. It is easy to see why the population of these countries is a mature market compared with less developed countries where total fertility rates remain high.

**Total fertility rate — The number of children born to average woman in her lifetime given current fertility rates.*

For comparability, all country rates are taken from Demographic Indicators of Countries: Estimates and Projections as assessed in 1980, New York: United Nations, 1982.

Country Profile
Scandinavia

What these Scandinavian countries lack in population they make up for in disposable income.

Per capita GNP in 1981 was $12,790 for Denmark, $13,800 for Norway, and $14,500 for Sweden compared with $12,530 for the United States. All three countries have among the highest living standards in the world. With the exception of three Middle Eastern oil-producing countries (Kuwait, Qatar, and the United Arab Emirates) and three European nations (West Germany, Luxembourg, and Switzerland), Scandinavia had the highest per capita GNPs recorded in 1981. (Finland, sometimes considered part of Scandinavia and profiled in the February, 1983 issue of *International Demographics*, had a per capita GNP of $10,380 in 1981.)

Along with the high standards of living go high expectations of quality. Swedish department stores feature *kvalitet* (quality) rather than low prices, partly because low prices are rare, but also because consumers expect to save time and money in the long run by shopping wisely. Scandinavians also expect a good quality of life and have extensive social welfare systems that are financed by high taxes (in the 50 to 75 percent range). Despite their socialist governments, however, over 90 percent of Scandinavian industries are privately controlled. The combination of subsidized necessities and high per capita GNP results in high disposable household incomes.

Population Growth

The combined population of all three Scandinavian countries was 17.5 million in 1983. Mid-year estimates were 5.1 million for Denmark, 4.1 million for Norway, and 8.3 million

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Around the World

Census Bureau's File Now Covers 120 Countries

The U.S. Census Bureau has recently released Women in Development IV, a new summary tape with the latest demographic and economic data about the population of 120 countries. The file replaces one for 95 countries released earlier this year.

The file gives national data, according to sex and urban/rural residence, on population, ethnicity, language, migration, mortality, fertility, marital status, economic activity, and many other topics. The data are shown for all countries in the world with a population of five million or more people and a number of smaller countries.

The Women in Development IV File comes on a single tape reel, in 9-track EBCDIC or ASCII, at 1600 or 6250 bpi, and costs $140. The file can be ordered from Customer Services (Tapes), telephone (301) 763-4100.

For more information about the file, contact the Center for International Research, Bureau of the Census, Washington, DC 20233; telephone (301) 763-4221.

Market Opportunity

Germany, Japan, Saudi Arabia, Singapore, and Switzerland are among the few countries where market opportunities improved in 1982, according to a report recently issued by Business Environment Risk Information of New York.

The BERI Market Opportunity Ranking measures potential sales in a country adjusted for the quality of the country's business environment from the viewpoint of foreign firms. The ranking system is sensitive to recession and reduced private consumption, significant changes in the exchange rate and changes in business operating conditions, according to a BERI spokesman. BERI monitors only 48 countries.

Countries dropping to less than half their 1981 Market Opportunity Ranking included: Brazil, Israel, Italy and Zaire. Mexico's market opportunities contracted 86 percent and France's dropped by 42 percent, according to BERI's analysis.

For more information, contact Michael Enright or James Khatami, IRM (U.S.A.) Inc., The Plaza Hotel, New York, NY 10019; telephone (212) 751-3970.

Asian Teens

In the United States, 15-year-olds are in their sophomore year of high school and eagerly looking forward to their 16th birthday so they can get a driver's permit.

This year in Asia, about 270 million 15-year-olds are job hunting. On the Indian sub-continent, well over half of young women between the ages of 15 and 19 are married.

Government officials are worried that the early maturation of young men and women will lead to even earlier pregnancies and the health risks that are associated with pregnancy among adolescents.

Free for the Asking

Having no luck trying to find demographic data for a special project? Subscribers to International Demographics can call Sam Fridman or Doris Walsh for help in finding international demographic data. The data you are looking for may even be in the research library. It is a free service for all International Demographics subscribers. Just call us in Ithaca, New York at (607) 273-6343 between 8:30 a.m. and 5 p.m. EST. ●

CONFERENCES

International Seminars

The International Business Center of New England has issued its 1983-84 schedule of seminars in export and trade. Most workshops and seminars are held in the Boston area and they are open to non-members. Included are such subjects as Doing Business in Western Europe, U.S.-Philippines Trade, Benefits Management, Assessing and Insuring Political Risk, Letters of Credit, and Countertrade/Barter: Doing Business Without Cash or Plastic.

For more information, contact the International Business Center of New England, 22 Batterymarch Street, Boston, MA 02109; telephone (617) 542-0426.

Asian Markets

"Strategic Demographics for Asian Markets" will be the theme of a day-long conference in San Francisco in the spring, sponsored jointly by International Demographics and the Asian Wall Street Journal Weekly. Emphasis will be on demographic, cultural, and business trends in the Far East and how to take advantage of them to develop your market there. For more information, call Ellen Marsh at American Demographics, toll free at 1-800-828-1133 (in New York State, call 1-800-462-8686).

Forecasting

A panel on population forecasting will be part of The Fourth International Institute of Forecasters in collaboration with the Manchester Business School.

Persons who wish to submit papers on new product forecasting, population forecasting, financial assessment or implementing forecasting should contact Dr. Robert Fildes, Manchester Business School, Booth St. West, M15 6PB, England; telephone 061-273-8228. ●

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Pakistan Focuses on Women's Development

LAHORE — Pakistan's *Sixth Five Year Plan*, launched in July, commits itself to women's development and recognizes that Pakistan women present a shocking profile in terms of literacy, health, fertility, employment, and social awareness.

According to the plan, programs for women will be developed and integrated into each sector of government.

It states that no society can develop half-liberated and half-shackled, and it rejects the notion of separate development for women. But it recognizes that women have been given only marginal help by welfare activities.

Until now, Pakistani planners paid little attention to women. Early this year, for the first time, a separate working group on women's development was set up to study the problems of women and make proposals to speed women's progress from now until 1988.

At a press conference, Pakistan's Minister for Planning, Dr. Mahbub ul Haq, presented the *Women's Group Report* which called for an additional 5,000 million rupees (about $380 million to be spent on women's development, over and above normal program findings.

Literacy, mother and child health, and equality of opportunity are to receive priority, while the Women's Division — set up in 1979 — will receive funds to act as a catalyst overseeing and prodding the ministries and government departments to fulfill their responsibilities towards women. The Women's Division is also expected to monitor women's rights and undertake relevant research.

Definite targets for 1988 are to increase school enrollment for girls from the present 33 percent to 60 percent; to make 10 million adult women literate through use of volunteer and other efforts; to immunize every child against six diseases to help reduce the infant mortality rate from the present 90 deaths per 1000 live births to 50.

Of Pakistan's 45,000 villages, only a quarter have electricity. In the next five years, Pakistan hopes to electrify about 80 percent of its villages, thus making changes possible in education, agriculture and industry, and generating employment for men and women.

Women have been denied access to scientific knowledge, an especially serious oversight in agriculture, an industry in which women make a significant contribution. The *Women's Group Report* emphasizes the invisibility of the Pakistani woman and the absence of recompense for household and productive labor.

Childbearing

The average Pakistani woman has a long period of childbearing, beginning with early marriage and lasting until menopause, during which she may experience between 10 and 15 pregnancies. Under the prevailing social structure and value system, according to the draft *Plan*, "women's social esteem derives to a large extent from having a large number of children, particularly sons."

By carrying over the strategy of the *Population Welfare Plan* of 1980-83 into the national *Sixth Plan* (1983-88), the government hopes to achieve a reduction in the birth rate from 40 to 36 births per thousand population. It is estimated that this would avert two million births and reduce the fertility rate from the present 5.9 births per woman to 5.4. Unless effective action is taken to reduce the birth rate, the country's large youthful population will cause Pakistan's population of 87 million to double within 25 years.

New family planning strategies will include a network of 45,000 traditional birth attendants in an effort to reduce maternal mortality rates, an extended network of family planning clinics to reach more mothers and children and provide better access to contraception, and education programs to encourage fathers to share responsibility for their children.

Although the government is trying to be a champion for Pakistani women, there has already been a drastic cut in the funding for women's programs — from 5,000 million rupees to only 400 million rupees.

The *Plan* also does not consider the religious orthodoxy and bigotry that works against women in Pakistani society, with active support from some parts of the establishment. •

—Mirium Habib

This report is published through the cooperation of International Planned Parenthood Federation.

Pakistan's Plan for Women

	1983	*1988 Goal*
School enrollment for girls	33%	60%
Electrification of Villages	25%	80%
Infant Mortality Rate (deaths per 1000 live births)	90	50
Live births per 1000 population	40	36
Total Fertility Rate (average number of children born per woman)	5.9	5.4

Sweden, Norway, and Denmark
continued from p. 1

for Sweden. Because of low birth rates ranging from 10 to 13 births per 1,000 population, low death rates of only 10 and 11 deaths per 1,000 population, and insignificant immigration, the Scandinavian countries have barely grown in the last decade. Denmark actually lost population at an annual rate of −0.1 percent per year; Sweden neither gained nor lost, and Norway gained slightly at 0.3 percent per year.

Projections for the year 2000 are that Denmark and Norway will maintain their stable populations, while Sweden will lose a small proportion of its population. By the year 2020, all three countries will have lost population.

The reason for the projected declines is that the total fertility rate (TFR), or average number of children born per woman, is currently below replacement level. The TFR in the early 1980s was estimated at 1.4 for Denmark, 1.7 for Norway, and 1.6 for Sweden. These are lower than the United States' level of 1.8, and are considerably below the 2.1 children per woman needed for natural replacement of the population.

One explanation for low Scandinavian fertility is that people marry later than in the U.S. The average age at first marriage in Denmark is 31 for men and 28 for women; in Norway, 28 for men and 25 for women; and in Sweden, 29 for men and 27 for women. Thus Scandinavian brides and grooms are much older than American; average age at marriage is 25 for American men and 22 for women. On the other hand, there are more cohabiting couples who have children outside of marriage in Scandinavia than in the U.S.

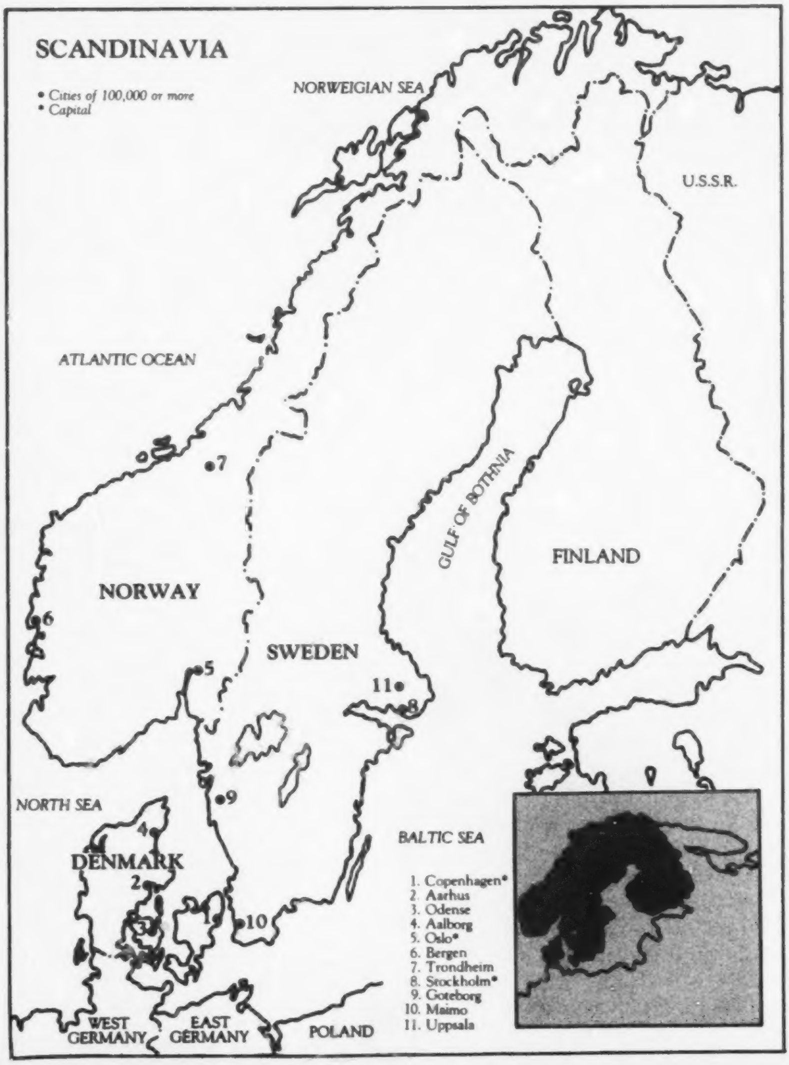
Regions and Cities

Although similar in many respects, the three Scandinavian countries are not equally urbanized. Denmark and Sweden are slightly more than 80 percent urban, while Norway is still a fairly rural nation with only 44 percent of its population urban. Differential urbanization is reflected in population density figures: 308 persons per square mile in Denmark (the smallest geographically); 34 persons per square mile in Norway; and 52 persons per square mile in Sweden.

The geographic and population totals for Denmark exclude Greenland and the Faroe Islands, while geographic and population totals for Norway include the island territories of Svalbard and Jan Mayen. Norway has sovereignty over Svalbard, formerly called Spitzbergen, but shares coal mining there with the Soviets. Svalbard is considered a potential security threat to Russia because Soviet submarines based at Murmansk need the ice-free waters between Svalbard and Norway's mainland to reach the Atlantic.

Population data are available at the county and municipal level for each country. Denmark has 14 counties and 275 municipalities. Norway has 18 counties and 454 municipalities. Norway also defines about 50 urban settlements. An "urban settlement" is a population concentration having at least 200 residents and where the distance between the houses does not exceed 50 meters; an urban settlement is independent of administrative boundaries.

Sweden has 24 counties and 278 municipalities. Sweden also has population data for "A-regions, "or aggregates of municipalities. There were 70 A-regions in 1981 ranging in size from 26,000 persons in Solleftea to 1.5 million persons in Stockholm.



The largest cities in Scandinavia are the capital cities of Copenhagen, Oslo, and Stockholm. Stockholm's municipal boundaries are spread across 14 islands and tied together by 50 bridges. Greater Stockholm refers to the entire metropolitan area and includes 19 suburban kommuns stretched out over numerous other islands. Stockholm is dotted with over 12,000 acres of parkland, much of it "mowed" by sheep in residence during the summer. The most expensive district is Gamla Stan (Old Town), the medieval "town between bridges." This area is undergoing renovation similar to that occurring in the older areas of some American central cities.

Copenhagen is known for its famous Tivoli Gardens, an eight-acre downtown park with forests, miniature lakes, fountains, and twinkling lights. Near the entrance is a statue of Hans Christian Andersen, author of such fairy tales as "The Little Mermaid" and "The Ugly Duckling." American urban planners might think all of Copenhagen a fairy tale: High rise buildings were banned twenty years ago, there are more parks than slums, traffic is light, and public transit runs smoothly.

Oslo, the seat of the Nobel Institute, is located at the head of the Oslo Fjord. A modern city, Oslo is Norway's primary commercial and cultural center, but is also known as a city for families rather than a bustling metropolis. It has been the capital of Norway since the early 14th century. In 1982, a survey of 47 international centers by the Union Bank of Switzerland found Oslo one of the three most expensive cities in the world in which to live.

Ethnicity and Religion

Scandinavians are predominantly Lutheran. Approximately 95 percent of Danes, Norwegians, and Swedes belong to the state-established Lutheran Church.

Roman Catholics number about 27,000 in Denmark, and the next largest denomination in Denmark is Baptist with about 6,000 members. Altogether, religions outside the National Church had only 41,000 followers in Denmark in 1981.

Pentecostals are the largest non-Lutheran group in Norway (42,000 in 1979), with Methodists numbering about 17,000, Roman Catholics 13,000, and Baptists 12,000. The Lutheran Free Church of Norway had 19,000 members in 1979. Altogether, approximately 3.6 million Norwegians belong to the Church of Norway, while 135,000 belong to other religious communities, and 52,000 report no religious affiliation.

The Church of Sweden claimed about 7.8 million members in 1980. There were also 100,000 Roman

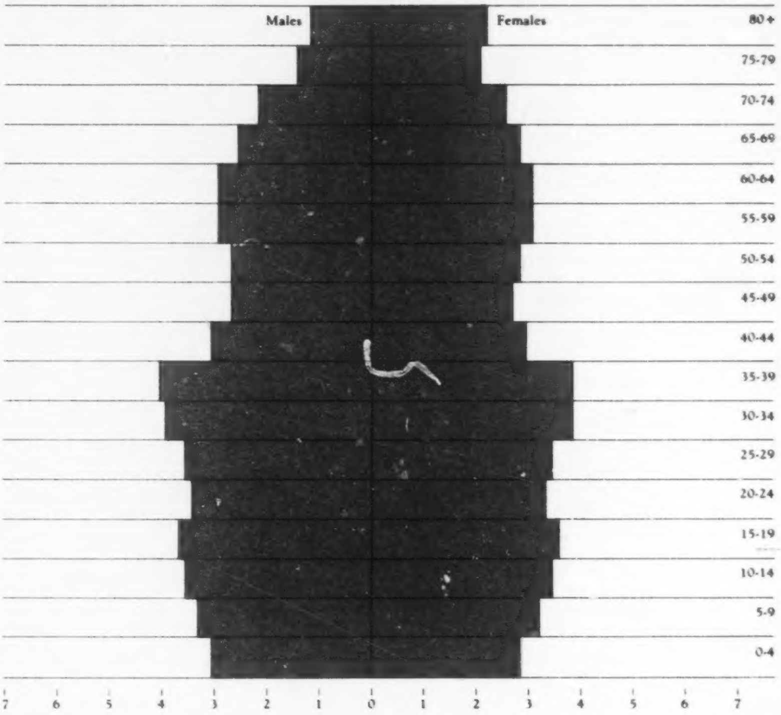
Scandinavian Cities of 100,000 Population or More

Denmark (1979)	*Population*
Copenhagen* (Metropolitan Area)	1,395,534
Aarhus	182,778
Odense	136,358
Aalborg	114,686
Norway (1981)	
Oslo*	451,789
Bergen	207,753
Trondheim	135,000
Sweden (1981)	
Stockholm* (Metropolitan Area)	1,393,481
Goteborg (Metropolitan Area)	693,278
Malmo (Metropolitan Area)	452,818
Uppsala (1980)	101,969

*Capital City

Population of Sweden by Age and Sex: 1981

(in percent)



	Total	*Male*	*Female*
All Ages	8,323,000	4,118,600	4,024,400
0-4	478,800	245,100	233,700
5-9	539,600	276,100	263,500
10-14	567,600	290,900	276,700
15-19	595,600	305,100	290,500
20-24	548,700	279,600	269,100
25-29	576,700	295,100	281,600
30-34	637,900	326,000	311,900
35-39	655,100	337,600	317,500
40-44	491,800	251,800	240,000
45-49	434,000	218,500	215,500
50-54	448,800	222,200	226,600
55-59	481,400	236,600	244,800
60-64	489,300	237,800	251,500
65-69	439,100	207,500	231,600
70-74	386,500	174,600	211,900
75-79	279,500	116,100	163,400
80+	272,600	97,900	174,700

Source: Statistical Abstract of Sweden, 1982-83.

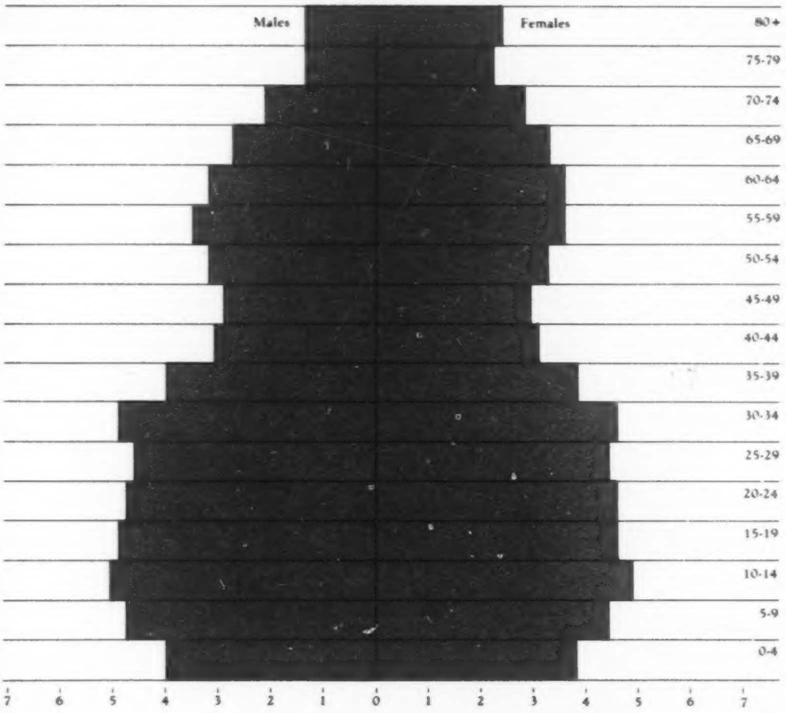
Catholics, 91,000 Pentecostals, 87,000 members of the Mission Covenant Church, 50,000 Baptists, 38,000 members of the Salvation Army, and 15,000 Jews.

The Scandinavian countries are ethnically homogeneous. The majority of the people are of Scandinavian or Germanic descent. Some Danes are of Eskimo heritage because Greenland is a part of Denmark; there is also a Danish group known as Faroese from Denmark's Faroe Islands.

The largest racial-cultural minority in Scandinavia is the Lapps, or Samits, as they call themselves. Norway has the largest group (20,000 to 25,000 persons), but there are Lapps throughout Sweden, Finland, and the Soviet Union. The majority of Norwegian Lapps live in Finnmark County. Formerly nomadic reindeer herders, now fewer than 10 percent of Lapps follow the biannual migration. As urbanization and industrialization increase, more Lapps move into office jobs or sell their reindeer for cash instead of living off the animals as their ancestors did. One explanation for the decline in self-sufficiency among Lapps is the introduction of the snowmobile. Snowmobiles are now used to herd reindeer (and coincidentally are a status symbol among young people), but ever-larger herds are needed to pay for gas and maintenance. Thus a Lapp will sell some of the herd to pay for the snowmobile and have fewer reindeer to subsist on later.

Population of Norway by Age and Sex: 1981

(in percent)



	Total	Male	Female
All Ages	4,092,200	2,027,500	2,064,700
0-4	258,500	132,500	126,000
5-9	307,800	157,200	150,600
10-14	332,600	170,800	161,800
15-19	316,300	162,400	153,900
20-24	309,200	158,000	151,200
25-29	304,400	156,200	148,200
30-34	316,000	163,300	152,700
35-39	261,600	134,500	127,100
40-44	206,300	104,600	101,700
45-49	193,300	97,300	96,000
50-54	213,000	106,700	106,300
55-59	236,800	116,600	120,200
60-64	228,600	109,400	119,200
65-69	200,600	93,400	107,200
70-74	164,600	72,200	92,400
75-79	120,900	48,300	72,600
80+	121,700	44,100	77,600

Source: Yearbook of Nordic Statistics

Age Distribution

The population of the Scandinavian countries is older than the United States population. Fifteen percent of Danes and Norwegians are 65 or older, compared with 11 percent of Americans; 17 percent of Swedes are 65 or older. Discrepancies are similar at the younger end of the age structure. Twenty-three percent of the U.S. population is under age 15, compared with 20 percent in Denmark, 21 percent in Norway, and 19 percent in Sweden.

Because health care is subsidized and infant mortality is low in all three countries, life expectancy is high for Scandinavians. Average life expectancy is 74 years for Danes and 75 for Norwegians and Swedes (compared with 74 for Americans). Six percent of Danes and Norwegians and 7 percent of Swedes were aged 75 or older in 1981.

Projections show that the future age structure of the Scandinavian countries will be similar to the current age structure since there is so little population growth. Denmark projects that 18 percent of its population will be under age 15 in the year 2000, while 15 percent will be aged 65 or older. Sweden's population is projected to have 18 percent under age 15 and 16 percent aged 65 and over by 2000.

Households and Families

Household data are difficult to standardize among the three countries. Norway has information only for families and people who live alone, for example, while Denmark and Sweden report on a variety of households and families, including married and cohabiting couples and people who live alone. Sweden has the most detailed information on cohabiting households.

The table on page 8 presents a summary of comparable household information for Scandinavia. In the entire region, there were a total of 7.1 million households. Four million households (roughly 57 percent) consisted of married or cohabiting couples; 2.6 million households (37 percent) had children.

Housing

Most Scandinavian housing stock is relatively new, considering that the countries themselves are many centuries old. Over 50 percent of the dwellings in Norway and Sweden were built since 1950. Partly due to the newness of the housing, the majority of dwellings have modern facilities.

In Stockholm, hundreds of prefabricated, high-rise units in satellite cities were built to offset severe housing shortages in the 1940s; estimates are that one-quarter of Stockholmers now live in these self-contained communities. There has been so much new building in Stockholm that few slums exist.

The most current data available record 2.4 million dwelling units in Denmark (1981); 1.3 million in Norway (1970); and 3.5 million in Sweden (1975). Approximately one-third of Danes and Norwegians live in single-family detached homes. In Sweden, "small houses," or buildings with one or two dwellings, account for 42 percent of the housing stock. The remaining 58 percent is classified simply as "other" and presumably includes multi-family housing.

Multi-family buildings account for 38 percent of all dwellings in Denmark and 18 percent in Norway. Proportionately more Norwegians than Danes live in attached housing: 32 percent versus 7 percent. Reflecting Norway's more rural nature, proportionately more of its housing stock is classified as farm related: 15 percent compared with 7 percent for Denmark.

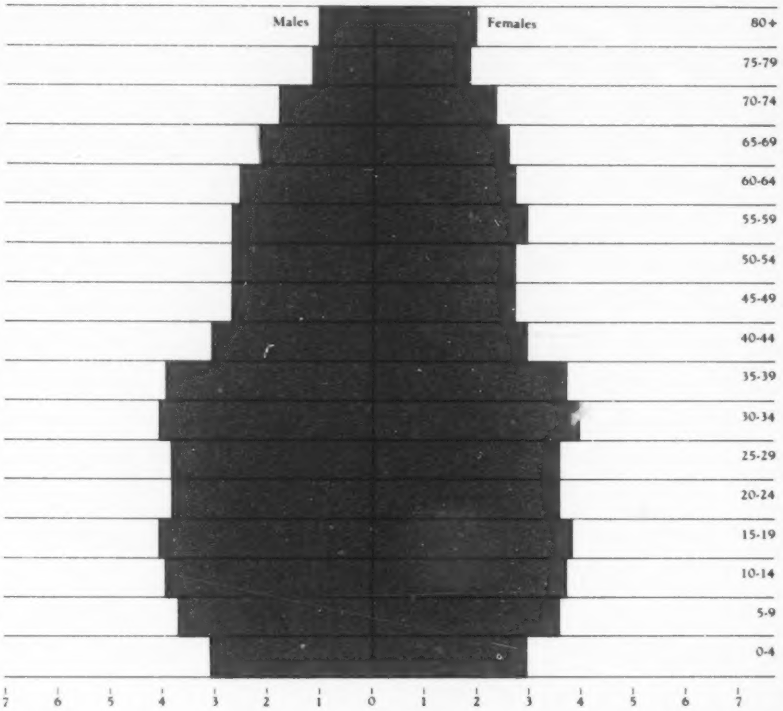
Dwellings in Sweden tend to be smaller than those in Denmark. Whereas 68 percent of Swedish homes had three or fewer rooms, only 44 percent of Danish homes were that size. Just over one-quarter of Danish homes had five or more rooms compared with only 14 percent in Sweden. Although accommodations may be small, crowding is unusual. Sixty percent of Norwegian dwellings, for example, contained less than one person per room.

Danish citizens have about the same rate of homeownership as Americans: 35 percent are renters and 64 percent are owners. The situation is somewhat different in Sweden. Just over 50 percent of dwellings are owner-occupied, and 38 percent are rented from either state or local governments, co-operative building societies, or some semi-public organization.

One of the clearest indicators of the high standard of living and leisure time enjoyed by Scandinavians is the number of seasonal or holiday homes owned in each country. Den-

Population of Denmark by Age and Sex: 1981

(in percent)



	Total	*Male*	*Female*
All Ages	5,124,800	2,528,000	2,595,800
0-4	306,700	157,000	149,700
5-9	364,800	186,200	178,600
10-14	383,400	196,500	186,900
15-19	400,200	204,800	195,400
20-24	371,600	189,900	181,700
25-29	372,800	191,100	181,700
30-34	407,600	208,500	199,100
35-39	384,100	196,600	187,500
40-44	301,800	152,500	149,300
45-49	272,600	135,900	136,700
50-54	271,700	133,900	137,800
55-59	282,000	136,800	145,200
60-64	263,200	126,000	137,200
65-69	242,700	112,400	130,300
70-74	205,600	89,700	115,900
75-79	146,800	58,500	88,300
80+	146,300	51,800	94,500

Source: Denmark Statistical Yearbook, 1982.

mark reported 186,000 weekend cabins in 1981, or 8 percent of its housing stock. Sweden had 611,000 homes designated as secondary use in 1981, which constituted 15 to 17 percent of its housing. Although Norway does not have current statistics on such housing, a sample of 1,800 people in 1970 turned up 1,900 vacation homes, or more than one per person. "The" place for a summer home among Stockholmers is the Skaargard, an archipelago of thousands of islands that stretch along the Baltic shore. Vacationers can retreat to a two-room cabin or a Victorian gingerbread on an islet of their own.

Education

Literacy is nearly 100 percent in all three Scandinavian countries. Denmark and Sweden have nine years of compulsory education and Norway has ten; Boys and girls have approximately equal rates of school enrollment. The predominant languages in Denmark are Danish, Faroese, Greenlandic (an Eskimo dialect), and some German; English is the major second language. Norway's official language is Norwegian; some people speak a Lappish dialect. Swedish, Finnish, and Lappish languages are spoken in Sweden.

Denmark had 722,000 students enrolled in grades one through eleven in 1980. At the next level of instruction, the *Gymnasialt niveau* (roughly equivalent to our high school), 74,000 students were enrolled in the academic track and 125,000 students were enrolled in the vocational track in 1980. Women outnumber men among academic students and men outnumber women in the vocational programs. Just over 100,000 students were enrolled in post-secondary education in 1980. Part-time and evening education enrolled 858,000 students in 1980/81, and almost three times as many women as men attended part-time classes.

Over 3,000 Norwegian primary schools enrolled 594,000 pupils in the academic year 1979/80. Special schools for the handicapped numbered 97 and had nearly 4,000 students. Upper secondary schools (like our high schools) enrolled 174,000 students in almost 1,000 schools. Norway had 121 colleges and 13 universities with approximately 70,000 students in 1978/79. Men slightly outnumbered women at the college level and the gap widened somewhat at the university level.

Norway reported in 1975 that 64 percent of the population had completed education at the primary level, and 28 percent had completed an education at the high school level. Approximately 9 percent of the population had a college or university degree. Women were less likely to have completed college (6 percent vs. 11 percent for men).

Comprehensive schools (kindergarten through 9th grade) had just over one million students in 1981/82 (in both vocational and academic courses). Integrated upper secondary schools (10-12) enrolled 284,000 students in 1981, 38 percent of whom specialized in liberal arts, 18 percent

Scandinavian Households

	Denmark (1981)	*Norway (1980)*	*Sweden (1980)*	*Finland (1980)*
Number of Households	2.2 million	1.4 million	3.6 million	1.8 million
Average Size of Household	2.4 people	2.9 people	2.3 people	2.6 people
Number of Couples Married or Cohabiting	1.2 million	939,000	2 million	760,000
% of Total Households	54%	67%	56%	42%
Number of Households With Children	805,000	624,000	1.1 million	888,000
% of Total Households	36%	45%	31%	49%

Scandinavian Labor Force

	Denmark (1980)			*Norway (1981)*			*Sweden (1981)*		
Industry	*Total 000s*	*% of Labor Force*	*% Female*	*Total 000s*	*% of Labor Force*	*% Female*	*Total 000s*	*% of Labor Force*	*% Female*
Total Employed	2,575	100	44	1,971	100	42	4,332	100	46
Agriculture, Hunting Forestry and Fishing	196	8	27	164	8	34	237	5	26
Manufacturing, Mining and Quarrying	477	19	31	425	22	23	1,035	24	26
Construction	172	7	11	150	8	1	288	7	8
Wholesale, Retail Trade, Restaurants, Hotels	441	17	44	335	17	56	583	13	52
Transport, Storage, and Communication	170	7	24	178	9	23	293	7	27
Finance	177	7	47	102	5	45	282	7	47
Services	926	36	63	573	29	64	1,508	35	71
Not Classified or Unemployed	15	*	60	46	2	56	110	3	47

**Less than 1 percent*

Source: *International Labor Office*, Denmark Statistical Yearbook.

in economics, and 42 percent in technological and natural sciences.

Sweden had a total of 13,000 pupils enrolled in special schools for the mentally retarded in 1980. Municipal adult education attracted 162,000 students in 1979, and like Norway, almost twice as many women as men attend school part-time. Sweden has an apprenticeship program which awarded 1,000 diplomas in 1979 to butchers, electricians, silversmiths and 46 other tradesmen and artists. Only 179 persons were granted the Master's Guild Diploma that year for the same range of occupations.

Labor Force

Dependence on the land and sea for a livelihood is high, given the level of industrialization of the Scandinavian countries. The proportion of the Scandinavian labor force in agriculture, hunting, fishing, and forestry is almost twice that of the American labor force. Denmark, Norway, and Sweden are almost completely surrounded by water, making the fishing industry an important source of income and food.

Statistics on the service industry reflect Scandinavia's urban economy. Approximately one-third of each country's labor force is employed in the service industry. Manufacturing, mining and quarrying account for about 20 percent of the labor force. The next largest group in all three countries is wholesale and retail trade, restaurants and hotels (ranging from 13 to 17 percent).

Scandinavia has the image of having greater equality for women than the United States, yet Scandinavian women are in the labor force in approximately equal proportions as American women. Between 42 and 46 percent of the Danish, Norwegian and Swedish labor force are women, compared with about 43 percent of the U.S. labor force.

Twenty-six percent of Sweden's workers in 1981 were in occupations roughly equivalent to the U.S. "professional, technical, and kindred" occupations. Two percent of employed Swedes were administrators and managerial workers; 12 percent were in clerical or related work; 8 percent were in sales; and 13 percent in service occupations. Approximately 30 percent were in occupations similar to our blue-collar categories, with 5 percent in agriculture, fishing, forestry and hunting.

Denmark classifies 18 percent of its labor force as salaried employees, "upper and intermediate level;" another 18 percent are "salaried, other." These categories combined are similar to our white collar occupations. Danish wage earners, skilled and unskilled, equal 28 percent of the labor force.

About 19 percent of Norwegian workers are in professional, technical and related categories; 5 percent are administrators or managerial workers; 10 percent are in clerical positions; 10 percent are in sales; 12 percent in services; and 33 percent in blue collar occupations. About 8 percent are in agriculture and related occupations.

Income and Consumption

Scandinavia's position among the top ten countries in the world in per capita income has already been noted. It is almost impossible to compare average earnings among the three countries or to make comparisons with the United States due to differences in taxation and social service provisions.

For example, salaried employees affiliated with the Danish Employers' Confederation earned the equivalent of about $875 per month in 1981 ($937 for men and $663 for women). Norwegian salaried employers affiliated with the Norwegian Employers' Confederation averaged $413 per month for men and $265 per month for women in 1979. The most comparable category for employees in Sweden is in wholesale and retail trade, where average monthly earnings for full-time clerical workers were $311 in 1980 ($334 for men and $244 for women).

Although the Danish and Norwegian data are fairly comparable, the Swedish data are divided among so many occupational groups that an exact comparison is not possible. All three Scandinavian countries have statistics on wages and salaries for numerous categories of workers (see "Sources of Information" below for complete references) for the reader who needs more detail.

It is easier to interpret data on what those incomes buy for individ-

Comparative Statistics for Scandinavia

	Denmark	*Norway*	*Sweden*	*Finland*
Total Population	5.1 million	4.1 million	8.3 million	4.8 million
Total Fertility Rate*	1.4	1.7	1.6	1.6
Percent Urban	80	44	80	62
Percent 65 Years and Over	15	15	17	12
Percent Under 15 Years	20	21	19	20
Life Expectancy (years)	74	75	75	74
Persons Per Sq. Mi.	308	34	52	N.A.
Per Capita GNP-1981	$12,790	$13,800	$14,500	$10,380

** number of children born per average woman in her lifetime, given current fertility rates.*

Ownership of Selected Consumer Goods: 1980 (% Of Households Owning)

	Denmark	*Norway*	*Sweden*	*Finland*
Private Car	61%	56%	68%	46%
Washing Machine	56	79	67	NA
Dishwasher	20	12	23	10
TV (B/W or Color)	89	90	97	70
Color TV	65	60	78	49
Refrigerator	96	91	96	97
Deep Freezer	45	73	68	58

Source: European Marketing Data and Statistics, 1983, Table 123: Ownership of Motor Vehicles and Accessories, London: Euromonitor Publications Ltd., Order from Gale Research Company, Penobscot Building, Detroit, MI 48226.

ual households than to try to establish comparability among them.

Sources of Information

The 1982 Danish *Statistical Yearbook* (669 pages) is published in Danish and English by Danmarks Statistik in Copenhagen. The Organization for Economic Cooperation and Development (OECD) published one of its economic surveys of Denmark in January 1982. It is available for $4.00 from the United Nations. The U.S. Department of Commerce published an *Overseas Business Report* for Denmark in December, 1982 (OBR 82-22) and a *Foreign Economic Trends* (FET 83-036; $1.75) in April 1983. Both are available from the U.S. Government Printing Office. The Department of State's *Background Notes* on Denmark were released in October 1981.

Norway has just released a multivolume summary of its 1980 census, but the best concise statistical resource is the *Statistical Yearbook 1980* (460 pages; n.p.). The yearbook, as well as a series of weekly and monthly statistical bulletins, can be ordered from the Central Bureau of Statistics, Dronningens gt. 16, P.B. 8131 Dep., Oslo 1, Norway. The OECD survey of Norway was released in March 1982, and can be purchased from the United Nations for $4.00. The U.S. Commerce Department's *Foreign Economic Trends* (FET 82-069) for Norway came out in July 1982, and can be ordered for $1.50 from the U.S. Government Printing Office. *Background Notes* from the State Department were released in October 1981.

The *Statistical Abstract of Sweden 1982/83* (579 pages; n.p.) can be ordered from Statistics Sweden, Stockholm. The OECD economic survey of Sweden was published in July 1982, and costs $4.00 from the U.N. The U.S. Commerce Department released an *Overseas Business Report* on Sweden in November 1980 (OBR 80-37); the *Foreign Economic Trends* report (FET 83-044; $1.75) came out in June 1983. Both can be ordered from the U.S. Government Printing Office. The State Department's *Background Notes* for Sweden were released in October 1982. •

—Daphne Spain

Publications

World Population 1983 (Advance Report) — Recent Population Estimates for Countries and Regions of the World, No. IS-WP-83, Washington, D.C.: U.S. Census Bureau, 1983. Order for $1.50 prepaid from Customer Services, Data User Services Division, Bureau of the Census, Washington, DC 20233.

For those who are worried about diminishing markets, it is good news that the world added 82 million new consumers in the 12 months ending on June 30, 1983 — the largest increase in the history of mankind.

Even for those whose main concerns are depletion of the environment and food shortages, there is some good news. The world's annual growth rate has declined gradually over much of the past 20 years, the report shows. It peaked at 2.2 percent in 1964-65, gradually declined over the next 10 years, and has remained steady since then. In the last 12-month period, it was 1.75 percent.

The 1983 estimate of the world population is 4.7 billion.

Five nations have 52 percent of the world's people. In order of size, they are Mainland China, India, the Soviet Union, the United States, and Indonesia.

The five greatest contributors to the 1982-83 increase were India (adding 15.5 million), China (adding 15 million), Indonesia (adding 3.3 million), Brazil (adding 3 million), and Bangladesh (adding 2.9 million).

European nations contributed only 1.5 million additional people over the 12 months measured, and five of them lost population — East Germany, Hungary, Denmark, Malta, and West Germany.

While this advance report may be useful for those who must prepare their own annual estimates, a more complete report, which should be available before the end of this year will contain more detailed estimates of birth and death rates for each country, and summary information on topics such as infant mortality, life expectancy at birth, literacy, percent urban, and percent of labor force in agriculture. The advance report contains only population estimates for each of the last three years and growth rates for every nation and region for the past two years.

Sudan: A Country Study (Area Handbook Series), Washington, D.C.: U.S. Government, Printing Office 1983, 365 pp. Order from Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

Sudan is the sixth largest country in Africa, but its population density is low — only 7 or 8 people per square kilometer. This edition of the Sudan country study supersedes the one published in 1972. The population estimates included are based on the results of the 1973 census. While population information is probably out of date, other cultural information is based on observation and likely to be more accurate, but even the section on the economy has little current information. The appendix does provide reasonably up-to-date lists of government officials and a 1982 estimate of the weapons inventory.

International Investment Opportunities: How and Where to Invest Overseas Successfully by Adrian Day, New York: William Morrow & Company, Inc., 1983, 380 pp., $17.95.

While not a source of demographic data, this guide to overseas investing is interesting for those whose work includes some analysis of the foreign marketplace. The emphasis is on foreign investments for the individual, but included is a valuable 21-page resource directory including names and addresses that may help the researcher find financial information needed for business research.

Regions

Europe

West Germany

Steak houses, fish places, burger joints, and pizzerias are nudging out family-style restaurants in West Berlin. If the present trend continues, it may be difficult to find traditional German fare in the city.

According to the West Berlin Hotel and Restaurant Guild, 71 percent of West Berlin's restaurants already specialize in foreign foods. There are 650 Italian restaurants, including pizza places, 170 Yugoslavian restaurants, 90 Asian and more than 100 eateries offering other ethnic specialties.

The rise in the popularity of fast food places has changed the habits of Berlin's restaurant goers, the Guild says, increasing business at traditional snack bars and beer halls as well as at the new establishments. The weak economy has helped bring about this change, providing an added incentive to look for less expensive dining alternatives.

New British Source

Bernan Associates, a Lanham, Maryland firm, now sells some British government titles on a standing order basis. In other words, Burnham Associates will order certain publications each year for a buyer until the buyer cancels the order. Among the titles it now has available are: *Annual Abstract of Statistics, Birth Statistics, Marriage and Divorce Statistics, Population Estimates, Population Projections, Demographic Review of Population Trends, Advance Analysis of the Great Britain Census,* and *Decennial Supplements to the Census.*

Inquiries should be directed to Nellie S. C. Moffitt, 9730-E George Palmer Highway, Lanham, MD 20706.

Consumption in Great Britain
Consumer Durables, Central Heating and Cars: 1972 to 1982

	1972	*1974*	*1976*	*1978*	*1979*	*1981*	*1982*
Percentage of households with:							
Television - color			49	61	66	74	77
b/w only	93	95	47	35	31	23	20
Vacuum cleaner	87	89	92	92	93	94	95
Refrigerator*	73	81	88	91	92	93	93
Deep freezer*	—	—	—	32	40	49	51
Washing machine	66	68	71	75	74	78	79
Tumble drier	—	—	—	—	19	23	26
Dishwasher	—	—	—	3	3	4	4
Telephone	42	50	54	—	67	75	76
Central heating	37	43	48	52	55	59	60
A car or van†	52	55	56	57	57	59	59

**Fridge freezers are attributed to both 'refrigerator' and 'deep freezer' from 1979 on, but were excluded from deep freezers in 1978.*
†Includes households with more than one car or van.

Source: Office of Population Censuses and Surveys, 1982 General Household Survey, June 1983.

British Households

Household size in Great Britain has continued to decline, according to the *1982 General Household Survey* recently released.

In 1982, the average household size was 2.64 persons. Between 1971 and 1982, the proportion of households with six or more people fell from 6 percent to 3 percent. The percentage of households with only one or two people has risen steadily during the same period. Twenty-three percent of all households had only one person in 1983; 33 percent had two people.

Owner-occupied housing has increased in Great Britain since the Housing Act of 1980 when tenants in housing rented from a local authority or New Town were given the right to buy the homes in which they were living. In 1982, 24 percent of owner-occupied homes were owned outright, 31 percent had a mortgage.

While the number of women in the labor force in Great Britain has decreased slightly in the past two or three years, in 53 percent of married couple families, both the husband and wife work. Among couples where there are no dependent children, both work in 62 percent of the cases.

Ownership of most consumer durables has increased steadily in British households. Ninety-seven percent of households now have a television — 77 percent have a color set. The British are still not dishwasher users. Only 4 percent of households say they have one.

The *1982 General Household Survey* is available from HMSO, P. O. Box 569, London SE9 9NH, England for about $12. •

Latin America

Population by Age and Sex in Selected Latin American Countries

These medium-range projections are taken from the July 1983 issue of Boletin Demografica, *produced by CELADE and its affiliate countries. These are the medium-range population projections, made according to middle-level assumptions on future fertility in each country. Using these projections, a marketer who has an age or sex-specific target audience can estimate approximately how large that audience will be in each country through 1990.*

The Boletin *from which these projections are taken includes projections by age and sex for 20 countries through the year 2025. It can be ordered for $10 from CELADE, Edificio Naciones Unidas, Avenida Dag Hammarskjold, Casilla 91, Santiago, Chile.*

ARGENTINA

	Males			Females			Total		
	1980	*1985*	*1990*	*1980*	*1985*	*1990*	*1980*	*1985*	*1990*
All Ages	14 045 471	15 163 666	16 285 428	14 191 678	15 400 167	16 594 449	28 237 149	30 563 833	32 879 877
0- 4	1 645 984	1 764 054	1 806 580	1 595 143	1 708 581	1 749 138	3 241 127	3 472 635	3 555 718
5- 9	1 412 423	1 636 470	1 755 022	1 371 093	1 587 375	1 701 303	2 783 516	3 223 845	3 456 324
10-14	1 245 024	1 408 454	1 632 281	1 210 662	1 368 255	1 584 438	2 455 686	2 776 709	3 216 719
15-19	1 183 111	1 239 982	1 403 243	1 151 867	1 207 345	1 364 903	2 334 978	2 447 327	2 768 145
20-24	1 151 326	1 175 279	1 232 480	1 121 147	1 147 248	1 202 999	2 272 473	2 322 527	2 435 478
25-29	1 102 980	1 141 770	1 166 312	1 077 154	1 115 429	1 141 971	2 180 134	2 257 199	2 308 283
30-34	999 248	1 092 138	1 131 345	971 805	1 070 260	1 108 938	1 971 053	2 162 398	2 240 283
35-39	876 050	985 738	1 078 311	861 526	963 525	1 061 933	1 737 575	1 949 263	2 140 245
40-44	798 412	858 388	967 049	796 432	851 549	953 254	1 594 845	1 709 938	1 920 302
45-49	763 582	773 901	833 512	772 322	783 833	839 048	1 535 904	1 557 734	1 672 561
50-54	721 689	728 129	739 834	744 712	755 138	767 513	1 466 401	1 483 267	1 507 347
55-59	624 496	673 025	681 252	662 548	721 373	732 778	1 287 045	1 394 398	1 414 030
60-64	504 561	563 702	610 071	564 643	632 084	689 770	1 069 204	1 195 786	1 299 840
65-69	406 442	433 509	486 993	482 431	523 752	588 287	888 873	957 260	1 075 280
70-74	298 729	325 824	349 898	373 714	426 807	465 778	672 442	752 631	815 675
75-79	191 764	217 164	238 826	250 834	304 311	350 523	442 598	521 475	589 349
80 y+	119 651	146 141	172 421	183 644	233 302	291 875	303 295	379 443	464 296

BRAZIL

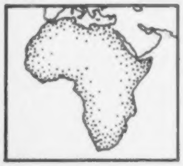
	Males			Females			Total		
	1980	*1985*	*1990*	*1980*	*1985*	*1990*	*1980*	*1985*	*1990*
All Ages	60 607 297	67 677 025	74 992 111	60 678 714	67 887 370	75 375 730	121 286 012	135 564 396	150 367 841
0- 4	8 425 498	9 116 333	9 576 186	8 291 721	8 955 928	9 387 265	16 717 219	18 072 261	18 963 451
5- 9	7 527 772	8 214 018	8 910 486	7 487 867	8 153 913	8 824 276	15 015 639	16 367 931	17 734 762
10-14	7 040 324	7 473 948	8 160 791	6 974 394	7 451 701	8 118 933	14 014 718	14 925 649	16 279 724
15-19	6 907 640	6 992 027	7 427 236	6 845 427	6 941 126	7 420 031	13 753 068	13 933 153	14 847 267
20-24	5 915 004	6 836 630	6 926 512	5 891 361	6 796 072	6 896 494	11 806 365	13 632 701	13 823 006
25-29	5 018 718	5 831 307	6 748 301	5 020 672	5 831 976	6 734 839	10 039 391	11 663 282	13 483 140
30-34	4 062 059	4 928 281	5 734 915	4 052 409	4 954 550	5 763 159	8 114 468	9 882 831	11 498 074
35-39	3 235 099	3 970 906	4 826 167	3 224 936	3 984 005	4 879 340	6 460 034	7 954 911	9 705 507
40-44	2 819 327	3 143 966	3 866 789	2 822 646	3 154 697	3 905 599	5 641 973	6 298 662	7 772 389
45-49	2 360 543	2 717 606	3 037 417	2 381 387	2 742 088	3 072 895	4 741 930	5 459 694	6 110 312
50-54	2 055 983	2 248 771	2 595 450	2 090 686	2 290 609	2 646 526	4 146 669	4 539 380	5 241 976
55-59	1 656 803	1 925 942	2 112 248	1 704 634	1 982 619	2 181 576	3 361 437	3 908 561	4 293 824
60-64	1 256 635	1 514 417	1 765 280	1 312 518	1 583 145	1 851 409	2 569 153	3 097 562	3 616 689
65-69	989 350	1 104 683	1 335 156	1 057 578	1 178 549	1 431 939	2 046 928	2 283 232	2 767 095
70-74	645 525	818 094	916 489	710 968	899 428	1 012 409	1 356 493	1 717 521	1 928 898
75-79	411 819	484 396	616 703	469 204	552 948	709 603	881 023	1 037 344	1 326 307
80 y+	279 198	355 701	435 985	340 305	434 018	539 436	619 503	789 719	975 421

CHILE

	Males			Females			Total		
	1980	*1985*	*1990*	*1980*	*1985*	*1990*	*1980*	*1985*	*1990*
All Ages	5 499 277	5 978 789	6 466 372	5 605 016	6 095 688	6 594 290	11 104 293	12 074 477	13 060 662
0- 4	643 040	687 927	711 286	622 868	667 609	690 975	1 265 907	1 355 536	1 402 261
5- 9	591 091	636 779	682 149	572 576	618 674	664 051	1 163 667	1 255 453	1 346 200
10-14	599 983	588 225	634 063	583 840	570 800	617 072	1 183 822	1 159 026	1 251 135
15-19	617 046	596 073	584 734	603 793	581 525	568 795	1 220 839	1 177 598	1 153 529
20-24	557 214	610 094	589 903	548 742	599 970	578 173	1 105 957	1 210 065	1 168 076
25-29	450 052	550 064	603 187	445 205	545 005	596 407	895 258	1 095 069	1 199 593
30-34	401 950	443 235	542 714	408 324	441 424	540 968	810 274	884 660	1 083 683
35-39	346 739	394 059	435 344	354 498	403 820	437 021	701 238	797 880	872 365
40-44	280 987	337 526	384 457	290 033	349 173	398 239	571 020	686 699	782 695
45-49	236 978	270 538	325 900	248 581	283 625	342 032	485 559	554 163	667 931
50-54	217 674	224 817	257 489	233 542	240 678	275 170	451 216	465 495	532 659
55-59	166 365	201 932	209 359	183 720	222 894	230 251	350 085	424 826	439 611
60-64	135 245	149 209	181 990	157 328	171 826	209 003	292 573	321 035	390 992
65-69	104 798	114 711	127 386	130 360	141 503	155 163	235 158	256 213	282 549
70-74	74 504	82 451	90 966	98 089	110 759	120 883	172 593	193 210	211 848
75-79	42 801	53 141	59 281	967	77 273	87 704	106 768	130 414	146 985
80 y+	32 809	38 007	46 165	550	69 129	82 383	92 359	107 135	128 549

COLOMBIA	**Males**			**Females**			**Total**		
	1980	*1985*	*1990*	*1980*	*1985*	*1990*	*1980*	*1985*	*1990*
All Ages	12 924 420	14 407 140	15 979 291	12 869 338	14 306 565	15 840 228	25 793 758	28 713 705	31 819 518
0- 4	1 838 428	1 999 359	2 109 573	1 782 733	1 938 775	2 045 449	3 621 162	3 938 135	4 155 022
5- 9	1 640 957	1 788 031	1 952 526	1 600 219	1 743 205	1 903 548	3 241 176	3 531 237	3 856 074
10-14	1 672 751	1 618 272	1 768 071	1 638 579	1 580 390	1 726 213	3 311 330	3 198 662	3 494 283
15-19	1 559 185	1 641 185	1 592 417	1 535 607	1 610 675	1 557 828	3 094 792	3 251 860	3 150 245
20-24	1 286 940	1 513 745	1 602 606	1 275 467	1 495 018	1 576 762	2 562 407	3 008 762	3 179 368
25-29	1 070 620	1 253 852	1 482 825	1 050 673	1 232 290	1 457 245	2 121 292	2 486 141	2 940 070
30-34	839 275	1 043 875	1 227 946	812 798	1 018 554	1 203 126	1 652 073	2 062 429	2 431 072
35-39	666 545	816 671	1 020 067	642 652	789 647	995 530	1 309 197	1 606 318	2 015 598
40-44	547 875	646 862	795 029	533 617	623 476	769 844	1 081 492	1 270 338	1 564 873
45-49	454 817	527 461	624 547	463 997	517 154	606 069	918 814	1 044 615	1 230 616
50-54	380 548	432 877	503 289	404 821	447 171	499 355	785 369	880 049	1 002 644
55-59	316 371	355 642	405 498	345 747	385 633	426 619	662 119	741 275	832 118
60-64	250 392	286 919	323 348	281 428	321 979	359 774	531 821	608 898	683 123
65-69	183 600	215 811	248 180	215 023	251 688	288 736	398 623	467 499	536 916
70-74	116 711	144 869	171 259	145 079	178 413	209 896	261 789	323 282	381 155
75-79	64 830	78 756	98 732	86 624	105 185	130 617	151 454	183 941	229 349
80 y+	34 576	42 953	53 377	54 275	67 311	83 618	88 850	110 265	136 995
COSTA RICA									
All Ages	1 151 115	1 312 438	1 481 966	1 127 391	1 287 065	1 455 017	2 278 506	2 599 503	2 936 983
0- 4	162 847	186 046	197 858	155 768	178 306	189 548	318 615	364 352	387 406
5- 9	139 080	162 138	185 306	133 775	155 240	177 760	272 855	317 378	363 066
10-14	145 459	138 706	161 736	139 741	133 548	155 000	285 200	272 254	316 736
15-19	141 516	144 904	138 216	136 447	139 473	133 313	277 963	284 377	271 529
20-24	122 767	140 657	144 086	119 302	136 091	139 138	242 069	276 748	283 224
25-29	97 431	121 789	139 617	95 437	118 895	135 665	192 869	240 684	275 282
30-34	74 485	96 582	120 801	73 037	95 038	118 437	147 522	191 620	239 238
35-39	57 665	73 704	95 632	56 767	72 632	94 550	114 432	146 336	190 182
40-44	47 643	56 836	72 702	47 319	56 304	72 081	94 962	113 140	144 783
45-49	41 279	46 698	55 760	41 142	46 754	55 675	82 421	93 452	111 435
50-54	34 509	40 121	45 434	34 589	40 426	45 987	69 098	80 546	91 421
55-59	27 544	33 095	38 519	28 048	33 697	39 440	55 591	66 792	77 960
60-64	21 372	25 800	31 045	22 468	26 901	32 393	43 839	52 702	63 438
65-69	15 658	19 170	23 200	17 166	20 931	25 161	32 823	40 101	48 360
70-74	10 756	13 037	16 034	12 340	15 197	18 654	23 096	28 234	34 688
75-79	6 749	7 917	9 676	8 257	10 010	12 460	15 006	17 927	22 137
80 y+	4 358	5 238	6 344	5 787	7 622	9 754	10 145	12 860	16 098
GUATEMALA									
All Ages	3 681 736	4 260 041	4 905 335	3 580 681	4 142 985	4 771 073	7 262 417	8 403 026	9 676 408
0- 4	632 636	698 878	771 591	610 988	674 439	744 260	1 243 624	1 373 317	1 515 851
5- 9	538 841	610 588	678 722	520 286	589 487	655 177	1 059 127	1 200 076	1 333 899
10-14	457 117	532 747	604 855	441 136	514 610	584 258	898 253	1 047 357	1 189 113
15-19	401 628	453 282	529 012	387 304	437 598	511 224	788 933	890 880	1 040 236
20-24	336 254	396 933	448 844	324 137	383 152	433 739	660 391	780 086	882 583
25-29	283 295	330 925	391 642	273 737	319 612	378 731	557 032	650 536	770 373
30-34	223 919	277 892	325 574	217 877	268 993	315 003	441 795	546 885	640 577
35-39	178 320	218 867	272 524	173 794	213 386	264 329	352 115	432 253	536 852
40-44	148 951	173 433	213 658	145 579	169 585	208 971	294 530	343 018	422 629
45-49	130 010	143 739	168 089	127 959	141 332	165 274	257 968	285 071	333 363
50-54	109 665	123 903	137 711	109 319	123 108	136 574	218 983	247 011	274 284
55-59	81 602	102 579	116 653	82 415	103 449	117 157	164 017	206 029	233 810
60-64	58 263	74 280	94 120	59 657	75 846	95 949	117 920	150 125	190 069
65-69	42 301	50 923	65 549	43 659	52 677	67 680	85 959	103 599	133 229
70-74	28 903	34 618	42 192	30 131	36 178	44 278	59 034	70 796	86 469
75-79	18 488	21 307	25 946	19 672	22 638	27 713	38 160	43 945	53 658
80 y+	11 544	15 148	18 655	13 032	16 894	20 756	24 577	32 042	39 411
HAITI									
All Ages	2 858 831	3 248 074	3 711 239	2 950 144	3 337 227	3 797 428	5 808 975	6 585 301	7 508 667
0- 4	495 355	563 429	643 848	485 306	551 768	630 051	980 661	1 115 197	1 273 899
5- 9	417 565	472 759	541 265	412 428	466 824	534 048	829 993	939 583	1 075 313
10-14	361 848	409 256	464 575	358 038	405 098	459 697	719 886	814 355	924 272
15-19	306 500	351 610	399 100	305 908	350 098	397 323	612 408	701 708	796 423
20-24	253 854	294 544	339 631	256 595	296 488	340 794	510 449	591 032	680 425
25-29	206 293	242 014	282 516	211 832	247 116	286 983	418 125	489 131	569 498
30-34	165 532	195 578	230 922	177 836	203 086	238 152	343 369	398 664	469 073
25-39	138 659	155 842	185 352	151 419	169 573	194 583	290 078	325 415	379 935
40-44	117 224	129 565	146 392	130 832	143 384	161 272	248 056	272 950	307 664
45-49	99 831	108 459	120 426	112 187	122 715	135 008	212 019	231 174	255 434
50-54	82 720	91 068	99 331	93 661	103 742	113 908	176 382	194 810	213 239
55-59	66 993	73 893	81 667	77 580	84 805	94 305	144 573	158 698	175 973
60-64	53 199	57 779	63 987	62 873	67 852	74 500	116 072	125 631	138 487
65-69	40 553	43 421	47 373	48 124	52 082	56 515	88 677	95 503	103 888
70-74	26 912	30 117	32 447	32 715	36 364	39 655	59 627	66 481	72 103
75-79	15 573	17 253	19 481	19 571	21 391	24 040	35 144	38 644	43 521
80 y+	10 219	11 486	12 925	13 238	14 841	16 594	23 457	26 327	29 519

MEXICO	Males			Females			Total		
	1980	*1985*	*1990*	*1980*	*1985*	*1990*	*1980*	*1985*	*1990*
All Ages	34 748 224	39 555 169	44 568 997	34 644 611	39 440 433	44 442 855	69 392 835	78 995 602	89 011 852
0- 4	5 734 095	5 988 704	6 281 701	5 526 045	5 763 194	6 037 867	11 260 140	11 751 898	12 319 568
5- 9	5 406 960	5 616 324	5 880 547	5 222 907	5 421 042	5 666 578	10 629 868	11 037 365	11 547 125
10-14	4 639 242	5 359 656	5 571 456	4 483 711	5 181 844	5 382 132	9 122 953	10 541 500	10 953 587
15-19	3 889 035	4 577 710	5 297 199	3 771 761	4 445 824	5 143 482	7 660 796	9 023 534	10 440 682
20-24	3 202 951	3 802 332	4 489 065	3 145 144	3 725 792	4 398 677	6 348 094	7 528 124	8 887 742
25-29	2 587 457	3 127 158	3 723 842	2 574 823	3 098 999	3 678 142	5 162 280	6 226 157	7 401 984
30-34	1 985 619	2 524 718	3 060 519	2 009 980	2 534 606	3 056 572	3 995 599	5 059 324	6 117 091
35-39	1 583 301	1 932 159	2 464 804	1 632 178	1 973 938	2 494 772	3 215 478	3 906 096	4 959 577
40-44	1 327 881	1 534 682	1 878 459	1 389 879	1 597 439	1 936 472	2 717 760	3 132 121	3 814 931
45-49	1 121 588	1 277 386	1 480 772	1 184 378	1 354 426	1 560 499	2 305 966	2 631 811	3 041 271
50-54	877 590	1 065 384	1 217 484	938 710	1 144 989	1 313 203	1 816 299	2 210 373	2 530 687
55-59	742 970	818 660	997 708	814 388	895 937	1 096 996	1 557 357	1 714 597	2 094 704
60-64	532 715	675 023	746 771	601 461	761 160	841 448	1 134 176	1 436 183	1 588 219
65-69	438 522	464 908	591 786	510 342	542 676	691 678	948 864	1 007 585	1 283 464
70-74	311 789	360 180	383 661	372 514	437 676	469 752	684 303	797 856	853 413
75-79	206 395	234 944	272 773	255 677	297 001	353 063	462 071	531 945	625 837
80 y+	160 116	195 241	230 448	210 715	263 892	321 521	370 830	459 133	551 969
PERU									
All Ages	8 714 529	9 923 250	11 249 306	8 580 745	9 774 299	11 082 802	17 295 274	19 697 549	22 332 108
0- 4	1 371 772	1 526 697	1 650 221	1 324 290	1 472 994	1 589 480	2 696 062	2 999 691	3 239 701
5- 9	1 213 657	1 322 273	1 483 785	1 175 134	1 280 148	1 435 449	2 388 791	2 602 422	2 919 234
10-14	1 086 543	1 202 854	1 313 057	1 053 878	1 165 892	1 272 688	2 140 422	2 368 746	2 585 745
15-19	958 579	1 077 073	1 194 310	930 501	1 045 751	1 159 057	1 889 080	2 122 824	2 353 367
20-24	800 005	946 029	1 065 698	778 236	920 552	1 037 137	1 578 241	1 866 581	2 102 835
25-29	666 071	787 343	933 924	649 310	768 075	911 146	1 315 381	1 555 417	1 845 070
30-34	539 308	654 506	776 034	527 079	639 870	759 183	1 066 388	1 294 375	1 535 217
35-39	446 307	528 373	643 314	437 928	518 533	631 447	884 235	1 046 906	1 274 760
40-44	386 586	435 022	516 895	381 798	429 557	510 252	768 384	864 579	1 027 147
45-49	328 445	373 566	422 113	327 684	372 896	420 923	656 129	746 462	843 037
50-54	264 199	313 068	357 772	268 264	317 519	362 675	532 463	630 587	720 446
55-59	207 691	246 475	293 760	215 911	256 471	305 039	423 602	502 946	598 799
60-64	161 304	187 317	224 043	173 778	201 373	240 934	335 081	388 691	464 977
65-59	125 357	137 843	161 873	140 697	154 826	181 407	266 054	292 669	343 280
70-74	85 968	97 604	109 044	101 300	115 270	128 974	187 269	212 873	238 019
75-79	47 119	56 851	65 968	59 144	71 575	83 401	106 263	128 426	149 369
80 y+	25 617	30 356	37 494	35 812	42 998	53 611	61 429	73 354	91 104
VENEZUELA									
All Ages	7 825 802	9 192 137	10 625 644	7 793 721	9 194 105	10 658 443	15 619 523	18 386 242	21 284 087
0- 4	1 285 957	1 459 341	1 574 053	1 249 013	1 417 087	1 528 030	2 534 970	2 876 428	3 102 083
5- 9	1 076 677	1 277 070	1 449 992	1 053 038	1 248 156	1 415 957	2 129 714	2 525 226	2 865 948
10-14	970 697	1 083 231	1 281 559	949 924	1 061 029	1 254 326	1 920 621	2 144 261	2 535 886
15-19	887 215	984 998	1 094 001	870 537	964 789	1 072 736	1 757 752	1 949 787	2 166 736
20-24	764 829	909 347	1 001 771	754 928	894 027	983 328	1 519 756	1 803 374	1 985 099
25-29	627 865	773 986	915 140	642 007	780 159	913 581	1 269 872	1 554 145	1 828 722
30-34	486 511	631 178	774 573	504 858	656 031	790 353	991 369	1 287 209	1 564 926
35-39	378 062	486 149	628 142	391 748	510 545	658 913	769 809	996 695	1 287 054
40-44	314 106	373 858	479 750	328 467	393 328	509 782	642 573	767 187	989 532
45-49	275 815	307 492	365 628	275 216	325 641	389 086	551 031	633 133	754 714
50-54	239 149	265 168	295 893	229 754	269 018	318 191	468 903	534 186	614 084
55-59	187 095	223 334	248 407	177 755	220 124	258 142	364 849	443 458	506 549
60-64	134 004	167 393	200 950	131 378	165 486	205 585	265 382	332 879	406 536
65-69	92 176	113 198	142 504	99 097	117 069	148 319	191 273	230 267	290 823
70-74	55 426	72 107	89 386	64 552	83 072	98 939	119 977	155 179	188 325
75-79	30 452	39 103	51 379	40 293	49 588	64 414	70 746	88 691	115 793
80 y+	19 768	25 181	32 516	31 158	38 955	48 760	50 926	64 136	81 275



Africa

Kenya

Kenya's government has set up a new National Population Council that will act as the umbrella agency for a family planning drive. The population of Kenya will nearly double between now and the year 2000. Plans call for families to limit themselves to three children.

Kenya's vice president and minister for home affairs, Mwai Kibaki, is calling on Kenyans to accept imported family planning science and technology just as they have accepted modern methods in agriculture, health, education, and architecture. An editorial in the country's largest newspaper said that "stringent population measures are absolutely vital if we are to have a future in which there will be enough food for all, enough jobs to go round, and enough room in which to live."

Republic of Burundi

Burundi is a small country in Central Africa bounded on the east by Tanzania, the west by Zaire, and Rwanda on the north. Its first census of population took place in August 1979.

The census counted 4.1 million people including 3.9 million regular residents, 119,000 people who were temporarily absent, and 89,000 visitors. Of the resident population, 48 percent are men and 52 percent are women.

Burundi has eight provinces. The resident population in the provinces is presented in the table below.

Bubanza	321,730
Bujumbura	442,310
Bururi	440,750
Gitega	661,510
Muramvya	359,980
Muyinga	535,380
Ngozi	757,640
Ruyigi	383,430

The city of Bujumbura had 132,370 residents at the time of the census.

There are 884,800 households reported in Burundi. Bujumbura is the most densely populated province with 348 people per square kilometer.

The provisional results of the 1979 census give a detailed breakdown of the population of each village of Burundi.

The Minister of Planning, National Service for Studies and Statistics, located in Bujumbura also publishes annual statistical volumes. The 1982 volume should be available soon. It includes detailed population and economic information including exports, imports, labor, and tourist industry. •

Middle East

Saudi Students Rank Imports

College students in Saudi Arabia represent an elite segment of the population and can be considered tastemakers in that country.

A survey of Saudi students, reported in *International Advertiser* (July-August 1983) found they ranked Japanese products first in technological advances, value, attractiveness, availability, variety, and provision of satisfactory guarantees and warranties.

U.S. products, on the other hand, were ranked higher on questions of providing prestige or status among their friends, and on their repair and maintenance services.

Ugur Yavas and Secil Tuncalp, associate professors of industrial marketing at the University of Petroleum and Minerals, Dhahran, Saudi Arabia, report that West Germany trailed Japan and the U.S. in most categories and that the images of English and Italian labels were moderate to low. Italy was the lowest ranked country among those included in the survey. Taiwan ranked highest in the categories of reasonably priced products, but the students noted they were "generally of low quality."

Japanese advertising is considered the best in Saudi Arabia, the researchers report. For example, "Mazda uses the clever slogan, 'America's great little car is fast becoming the Kingdom's great little car,' thus killing two birds with one stone by having that particular model associated with the luxury, styling and comfort of American-made cars." The Japanese also stress warranties and guarantees while U.S. manufacturers tend to stress only luxury and comfort.

American exporters are not well tuned to the Saudi culture, the professors note. The ads of one computer company show an attache case, a ballpoint pen, and a tennis racket and balls in addition to a computer. Saudis rarely play tennis. Also, non-Arab expatriate faces are often used in ads. Japanese exporters, on the other hand, tailor their advertising to the local culture.

Examples from Sanyo include air conditioners whose slogan is "The cool is permanent," and kitchen ranges, for which the slogan is "Give your family a wider range of high-class cooking."

The researchers suggest that U.S. exporters may have to engage in the old Japanese game of "copy-catting" if they are to compete successfully in the Saudi market. •

Asia

Japan's Plan For New Cities

A description of Japan's plan for building 19 new "technopolises" in this decade is contained in a new publication from Japan External Trade Organization (JETRO) called, simply *Technopolises*.

The 50-page booklet provides an overview of the technopolis plan and specific information on each of the 19 prefectures that have been chosen to host a technopolis.

The technopolises, according to the design by the Ministry of International Trade and Industry, will consist of interlocking components, including manufacturing plants and other businesses, research and development facilities, an academic group, and a residential zone that will house managers, engineers, academics, and their families.

Each technopolis must be located near a city of 200,000 people or more in order to benefit from city conveniences. It will also be located near an airport or railway station. The main structures are scheduled to be completed by 1990, with further development continuing after 1990.

The technopolis is designed to allow Japanese industry to continue to grow while moving it away from the Yokohama, Nagoya, and Osaka-Kobe metropolitan areas where it is now concentrated.

Described in the booklet are such prefectures as Miyazaki, called "A Techno-Resort Under the Sun," where there are already 1.1 million people, 3 universities, and 1,153 factories with more than 100 workers each.

Technopolises is available from Japan Trade Center offices in New York, Chicago, Los Angeles, San Francisco, and Houston. The New York address is 1221 Avenue of the Americas, New York, NY 10020-1060; telephone (212) 997-0400.

Japanese Counter Workaholic Image

The Asian Wall Street Journal Weekly reports that the latest firms to declare a two-day weekend are Japanese banks. But don't hold your breath, the banks aren't closing every Saturday, just the second Saturday of every month, and they took more than ten years to agree to giving up their half Saturday once a month. •

Projecting the World Auto Market

Editor's Note: This is reprinted as an excerpt from a larger article on the world auto industry published in the July 1983 edition of the OECD Observer. *Single copies of the issue are available for $2 from OECD Publications and Information Center, Suite 1207, 1750 Pennsylvania Ave., N.W., Washington, DC 20006; telephone (202) 724-1857.*

The future development of the automobile industry will depend largely on the level of demand in the next 10 or 20 years. That will determine whether the present production capacity being developed and modernized is justified and whether there is room for all the major manufacturers now in the market.

New car registrations in 1980 amounted to some 28 million, of which the OECD area accounted for 23 million, or about 82 percent. The OECD market was down 8 percent in 1980, with 1.9 million fewer vehicles registered than in 1979. Demand weakened further in 1981 to about 20 million.

Annual Rates of Growth in Automobile Demand, 1970 to 2000

(in percent)

	1970-1980	*1980-1990*	*1990-2000*
North America	1.1	0.8	0.7
Latin America	n.a.	5.8	5.1
Western Europe[1]	3.2	1.3	1.4
Asia[2]	n.a.	4.3	2.2
Africa	n.a.	6.6	3.5
Eastern Europe	n.a.	2.4	4.2
Total World	**2.4**	**2.0**	**2.0**

1. Including Yugoslavia.
2. Including OECD Oceania and Middle East.

OECD Projections of World Automobile Demand, 1979 to 2000

A = million units B = percent of total

	1979		*1985*		*1990*		*2000*	
	A[1]	B	A	B	A	B	A	B
North America	11.6	38	12.4	35	12.5	33	13.4	29
Latin America	1.8	6	2.5	7	3.3	9	5.4	12
Western Europe[2]	10.3	34	11.2	32	11.8	31	13.6	29
Asia[3]	4.4	14	6.2	18	7.0	18	8.7	19
Africa	0.5	2	0.8	2	1.0	3	1.4	3
Eastern Europe	2.0	7	2.1	6	2.6	7	3.9	8
Total	**30.5**	**100**	**35.2**	**100**	**38.1**	**100**	**46.6**	**100**

Note: Figures may not add to total due to rounding.
1. 1979 data supplied by Toyota Motor Sales Co. Ltd. 2. Including Yugoslavia. 3. Including OECD Oceania and Middle East.

One of the problems is that the downturn in the market may not be cyclical but may be a longer term structural development as OECD markets approach saturation levels. The main component of demand is now a function of replacement rather than first-time purchase. This trend has spread to many OECD countries with the result that the annual rate of growth in automobile demand fell from over 6 percent in the 1960s to around 1.6 percent in the 1970s. There is little prospect that this trend will be reversed in the main OECD markets unless the market becomes even more saturated or there is a decrease in vehicle lifetime, leading to higher scrapping rates. But such changes do not appear likely and it is not expected that the rate of growth in demand will return to the levels of the 1960s.

While demographic factors and income levels are basic determinants of the demand for motor cars, operating costs and vehicle prices also directly influence the ownership and use of private cars. The share of household budgets spent on transportation tends to remain constant over time; any increase in one element is offset by a decrease in another. In particular, rises in fuel costs tend to lead to a reduction in the distance travelled, while, over time, increases in costs and vehicle prices tend to have an impact on ownership and demand by favoring smaller vehicles.

Car prices vary from country to country because of the differences in local tax rates, the cost and availability of credit, the differential between new and used car prices, geographic locations (car ownership tends to be higher in rural than in urban areas), not to mention non-economic factors of a more psychological nature (such as the desire for privacy, status, faster travel) which can sustain auto demand when economic circumstances might exert a negative impact.

The OECD Secretariat's projections for automobile demand up to the year 2000 suggest that North America's and Western Europe's share will decline by that year, while Asia's and Latin America's will rise substantially, and Eastern Europe's and Africa's slightly.

In OECD markets, replacement demand now accounts for 85 percent of total demand. Overall demand is a direct function of the average lifetime of motor vehicles. Historically, average vehicle lifetimes range from about 10 years (in Belgium and France) to 16 years (Sweden).

Some markets are predicted to expand significantly faster than the OECD in absolute terms. These include Brazil, where sales are expected to increase by 1.58 million units a year over the period, the Soviet Union, 1.6 million annually, Mexico, 760,000, the Middle East, 670,000, and the rest of Eastern Europe, 590,000.

Overall, it is estimated that total world demand for automobiles could be 25 percent higher in 1990 than at present, with a further 22 percent increase taking place between 1990 and 2000. By 1990, replacement demand will constitute 71 percent of total world demand, compared to 58 percent now, rising to 76 percent by the end of the century. The average annual growth rate for world automobile demand is forecast at 2 percent throughout the 1980s and 1990s. •

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Carol Terrizzi

Wind From U.S. Heats Up Barcelona

European market researchers are not above a strong exchange of views with their U.S. counterparts.

Wharton School professor Jerry Wind ruffled some feathers earlier this fall when he fired off a critical salvo to keynote the 36th Annual Congress of the European Society for Opinion and Marketing Research (ESOMAR) held this year in Barcelona.

Market research is often outmoded, ill-conceived, too narrowly focused and ignored by top management, Wind said in a paper that focused on research contributions to product management and new product management. He asked, "If we are so sophisticated, how come so many products fail?"

Despite Wind's critical comments, ESOMAR president Ivor Shalofsky told *International Demographics*, he thinks the profession is "experiencing the tail-end of the world wide recession and should really be taking off again by mid-1985."

The healthy outlook for market research seems borne out in responses from 11 countries to a survey on market potential conducted by ESOMAR and reported by Holland's Peter van Westendorp of Nederlandse Stichting voor Statistiek. Together, the 11 estimate the total value at about $250 million. Another positive indicator is the theme for the 1984 congress in Rome, Sept. 2-6, "What We Have Learned from Recession."

Optimism notwithstanding, Shalofsky opened the 1983 congress with a cautionary note.

"The present decade," he said, "will determine whether market research becomes a major profession, a minor profession — a profession at all."

Four threats to the profession's assuming important status, he said, are complacency stemming from a sense that the profession appears to be doing well, improper application of computer technology, encroachment by corporate planners on the researcher's advisory role, and geographic fragmentation between U.S. and European researchers.

Categorizing the threats as "problems of the specialist or technician," Shalofsky concluded, "I suspect that we have not paid attention to these problems because we have been successful as technicians, and perhaps somewhat blinded by that success. But if we wish to see research develop into a mature profession we must try to overcome our technician's reticence and lose our 'technician' image. In short, we must become advocates for ourselves as much as for the information we supply."

—*Peter Inserra*

Peter Inserra is International Demographics' *Paris correspondent.*

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COUNTRY PROFILE: THAILAND

Around the World

Decline in Mexico's Population Growth Rate Forecast

Instead of doubling by the turn of the century, Mexico's total population may grow only 50 to 60 percent, according to a Stanford University demographer.

Dudley Kirk, the former director of the demographic division of the Population Council, says Mexico's total population may range between 100 and 110 million in the year 2000 — 25 to 30 million fewer people than the most widely-used projections.

In 1980 the Mexican census counted 64.7 million people. The only population projection that has been as low as Kirk's was one made last year by the Mexican National Population Council, forecasting 106 million people by the year 2000.

Kirk readily concedes that "only one thing is certain about population forecasts. At least in their precise estimates, they will be wrong."

Key to Kirk's forecast is the continued success of family planning programs and sustained emigration to the United States. By world standards, the Mexican population growth rate still would be high in 2000. Its birth rate and average family size would be 50 percent higher than the current U.S. rates.

But if he is right, and the overall growth proves much lower than is now widely assumed, the results would include:

— Lower food requirements;

— Fewer problems in upgrading education, health, and public service;

— A lower burden of child dependency.

If the population growth rate falls, this will not ease unemployment or underemployment quickly because most of those who will be seeking work at the turn of the century have been born already. But over the long term, the results would be constructive, Kirk says.

Since the Mexican government declared its support for family planning in 1973 and adopted a coordinated program for family planning in 1977, contraceptive use has grown rapidly. Between 1977 and 1979, contraceptive use rose to 42 percent from 33 percent among married or cohabiting women aged 15 to 44. During the 1970s, the birthrate fell by more than 22 percent. This decline was especially sharp in the last half of the decade, Kirk adds.

Increasing urbanization and permanent migration to the United States are also contributing to a lowering of the long-term population boom.

"U.S. statistics suggest that a growing proportion of permanent migrants from Mexico are women and children, who do not get the same attention from border guards as men. In many respects, Mexican migration is following the pattern of other great migrations: First are the temporary migrants, chiefly young men, followed by women and still later by families. Thus, the guest worker programs in Europe, originally intended to be temporary, have ultimately attracted large permanent populations," Kirk explains.

Kirk's best estimate is that fertility in Mexico will continue to fall at a rate of 3 percent annually, and that annual net emigration will total 100,000 — both conservative projections compared to recent data. This suggests that the final Mexican population figure will be closer to 100 than 110 million people in 2000.

Kirk is professor of population studies at Stanford. His views on "Recent Demographic Trends and Present Population Prospects for Mexico," appear in the current issue of *Food Research Institute Studies* magazine.

Canadian Workers

Over 60 percent of the employed labor force in Canada still works in major metropolitan areas, but the proportion of people who work in the downtown cores has decreased in the last decade.

In 1971, central cities employed 62 percent of individuals working in metropolitan areas, but in 1981, the proportion had fallen to 57 percent. Among Canada's five largest metropolitan areas, this proportion is even smaller, averaging 49 percent in 1981.

In the Census Metropolitan Area of Toronto, for example, the three inner cities of Toronto, York, and East York employed 40 percent of the metropolitan labor force in 1981, as compared with 53 percent 10 years earlier. By contrast, the surrounding areas of Etobicoke, Scarborough, North York, and Mississauga increased their share of the area labor force, from 36 percent in 1971 to 46 percent a decade later.

Place-of-work data, collected from one in five households in Canada as part of the 1981 census, provide valuable insights into changes in commuting patterns and concentrations of employment in specific geographic areas.

For more information, contact Mary Cromie, Demography Division, Statistics Canada, Ottawa K1A OT6; telephone (613) 995-2212.

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Divorce, British-style, and Other European Marketing Matters

Market researchers from advertising agencies to fragrance manufacturers presented their findings from recent market research projects in places as far-flung as Japan and the Eastern Bloc at the 36th annual congress of the European Society for Opinion and Marketing Research in Barcelona.

In a United Kingdom survey, for example, researchers found that divorced women, even if married, "resist the trivialization of emotion or the association of emotion with brands or decisions that they see as increasingly trivial."

R. A. Copeland of the advertising agency Wasey Campbell-Ewald and Susan Holder of Holder Scorah Research Consultants said the trauma of divorce forever changes response to advertising and the buying decision.

"The Increasing Divorce Rate: How It Changes The Rules for Marketing and Advertising," projected that half of the 25- to 49-year-olds, instead of the present 20 percent, will have gone through at least one divorce, most involving dependent children, by the year 2000. The message was clear: Advertisers ignore this trend at their peril.

Copeland and Holder found among other things that "indulgent products" such as cosmetics and clothing become more selective choices for divorcees, while supermarkets win out over local food shops for one-stop convenience in one-parent homes. The divorcees' association with "career women" types in advertising is weak, the researchers found, as is relating to portrayals of "a perfect mum, happy couple, or united family," which can trigger negative responses toward the product or service.

Advise Copeland and Holder: Divorce stereotyping will be rejected by this growing group. "They are likely to be more favorably disposed towards companies or brands which indicate they understand the problems of being divorced," they conclude.

Irrational Japan

Research and marketing in the Japanese market has to take into account "the profound importance in Japan of human relationships, an obsession with detail and neatness and the overwhelming role of sensory versus rational experience."

So reported Robert J. Wilk, Tokyo-based managing director of Marplan Japan. The emphasis on relationships is manifest in group interviewing, Wilk said, where dialogue outweighs interaction, and in special summer and year-end gift seasons.

"For many products, any marketing plan that doesn't consider in some way this very structured Japanese phenomenon is missing an important and vital opportunity," he pointed out, adding that beer has become a major gift item and that 70 percent of all soap is sold as gifts. Johnny Walker & Sons introduced a new Scotch specifically for the Japanese gift market, Wilk said.

The penchant for detail and neatness is particularly relevant for packaging and ad conception in Japan, where the irrational approach pays. "Verbal, 'message' communications rarely, if ever, communicate in Japan," Wilk advised. Fragrances require attention in Japan, Wilk said.

In a presentation by two British researchers, "Is Taste International?", Derek Martin of Martin Hamblin Research in London and Frank Winter of Avon Overseas Ltd. at Harrow in Middlesex described research on 21 fragrances by test groups of men and women in the U.K., France, and West Germany prior to the launch of "Fer" — called by the researchers "Avon's most successful men's fragrance launch ever."

Compared to a similar study in the United States, the researchers found that "the basic requirements for a man's fragrance proved to be similar for both men and women and . . . were broadly similar for all European countries researched and the U.S."

Selling to the Eastern Bloc

Blue Bell first took its "Wrangler" jeans to the Eastern-bloc countries 15 years ago and today that part of its business accounts for $200 million annually. That it has been an uphill struggle, with obstacles still to surmount for any consumer goods company, was evident from the comments of Henry H. Schneps, director of export sales and business development for Blue Bell Europe.

According to Schneps, there is a demand for jeans in the East European nations of at least 200 million pairs It is not being met because of the difficulties of doing business there. Many sales are obtained through private exports by nationals visiting the West who are willing to pay up to the equivalent of one month's salary to have a pair of jeans. Advertising is prohibited and market statistics are non-existent. Licensing arrangements often stipulate the right to export to other countries for hard currency, to the detriment of the local consumer — and any long-term arrangement with a Western enterprise interested in home market development. Buybacks and barter arrangements proliferate. Said one discussion participant of the latter arrangement: "We wouldn't know what to do with a shipload of frozen ducks."

Admitting to a "grey realism" about Eastern-bloc business prospects for the West, Schneps said, "The Western supplier will continue to view East Europe as an opportunistic market rather than a market to be invested in for meaningful development."

Proceedings from the 1983 ESOMAR Congress are available from ESOMAR Central Secretariat, J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands. •

—Peter Inserra

Country Profile

Kingdom of Thailand

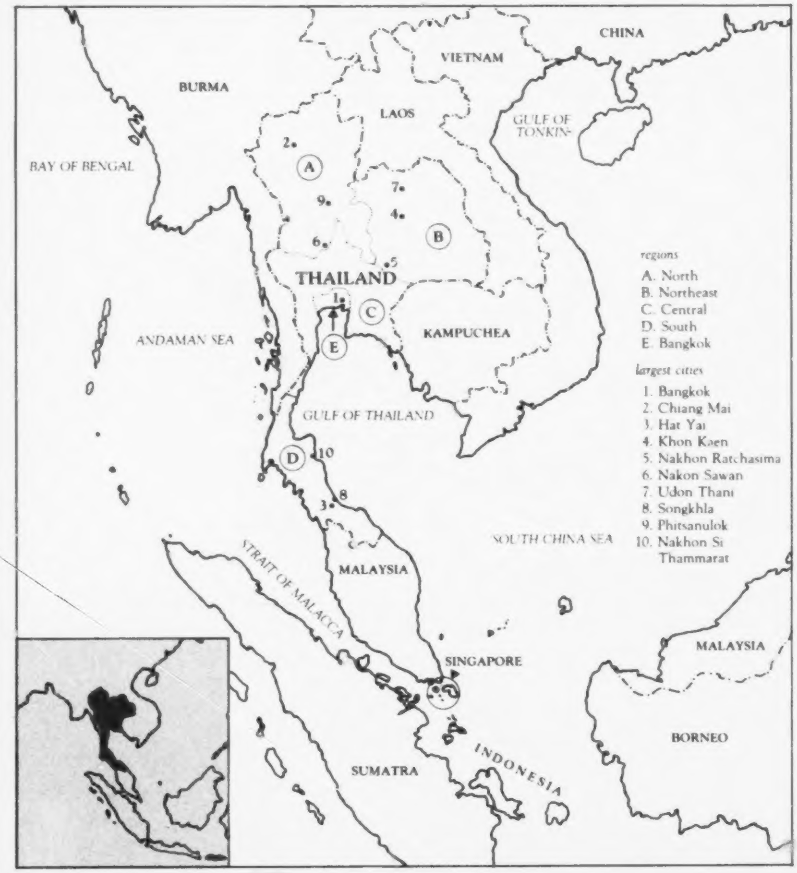
Thailand possesses a rare commodity for the 1980s: a strong economy that is getting stronger. The Thai economy experienced a real growth rate of 4.2 percent in 1982. The rate of inflation fell below 5 percent after a high of 20 percent as recently as 1980, and balance of trade deficits were reduced by 50 percent from 1981. The most rapid growth occurred in the banking, insurance, and real estate sectors.

Economic activity is expected to increase in 1983, with a projected gross domestic product growth rate of 5.5 to 6.0 percent. The U.S. Embassy in Bangkok reports that opportunities for American trade and investment should continue to grow along with the Thai economy.

Thailand's proximity to Laos, Kampuchea (Cambodia), and Viet Nam have made it vulnerable to international political conflict, but the country remains an ally of the U.S. and prohibits the Communist Party from its multiparty system. Numerous military coups have not altered the strong constitutional monarchy, and it is a point of national pride that Thailand has never been colonized.

King Bhumibol Adulyadej and Queen Sirikit are "working royalty" who are on the road constantly to encourage regional and local economic development. With the help of an international consortium, Thailand is making gradual progress in replacing poppy fields in the infamous drug-growing "Golden Triangle" with beans, coffee, and other cash crops. One example of the program's success is that Thailand now exports tulip bulbs to the Netherlands.

The reason for Thailand's continued economic growth is its success in controlling population growth. The government created a formal population policy in 1970 to combat the high annual population growth rates of 3.2 to 3.4 percent in the 1960s, and the program has achieved many of its initial goals.


CHINA
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SOUTH CHINA SEA
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MALAYSIA
SINGAPORE
MALAYSIA
BORNEO
SUMATRA
INDONESIA
regions
A. North
B. Northeast
C. Central
D. South
E. Bangkok
largest cities
1. Bangkok
2. Chiang Mai
3. Hat Yai
4. Khon Kaen
5. Nakhon Ratchasima
6. Nakon Sawan
7. Udon Thani
8. Songkhla
9. Phitsanulok
10. Nakhon Si Thammarat

Population Growth

The 1980 census of Thailand recorded a population of 44.3 million persons. The count included Thai nationals living in the country at the time of the census and those usually in residence but temporarily abroad. The count excluded nomadic groups such as hill tribes and fishing groups with no fixed place of residence (estimated at about 500,000 persons), and refugees or illegal immigrants living in camps provided by the government. The U.S. Census Bureau estimates a mid-1983 population of 50.7 million.

The population grew by approximately ten million people since the last census in 1970. The annual growth rate is currently 2 percent per year. This is significantly lower than the rates of the 1960s, and the government's goal is to lower the growth rate to 1.5 percent per year by 1986.

The birth rate is 26 births per 1,000 population and the death rate is 7 deaths per 1,000 population. Thailand's birth rate is the second lowest in Southeast Asia (after Singapore's rate of 17) and it has among the lowest death rates. Aside from approximately 600,000 refugees who have arrived since the Viet

Nam War, Thailand has little immigration from other countries.

Fertility has been reduced by the government's concerted efforts at family planning. The 1980 census showed that contraceptive use among women of childbearing age (15 to 49) was 44 percent for the Kingdom as a whole and 50 percent in municipal areas. Among married American women in this age range, 60 to 70 percent use some form of contraception. The pill is the most popular form of birth control among Thais (used by 50 percent of women), followed by sterilization (30 percent) and the IUD (9 percent).

At its current rate of population growth, Thailand will double its size in 36 years. The population is projected to be 69.4 million in the year 2000 and 87.4 million by 2020.

Regions and Cities

Thailand is predominantly rural (38 percent). Since the capital city of Bangkok is the only major metropolitan area in Thailand, it differs significantly from all other regions. Its standard of living and degree of Westernization are higher than in any other area, and it is the center of cultural and economic affairs. In 1980, Bangkok contained 62 percent of the nation's urban population.

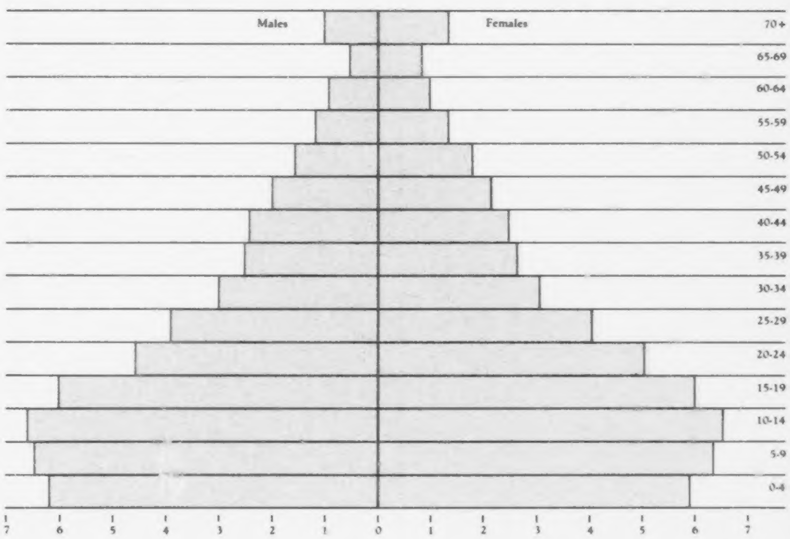
The city also contains over 600,000 cars and has traffic problems to rival Houston's. The number of vehicles in Bangkok has almost doubled in the past ten years. Newspapers report that normally polite Thais become speed-demons behind the wheel, and the only things that slow them down are seven-minute stoplights and one-hour waits to get through intersections.

The number of Thais living in municipal areas was 7.6 million in 1980, or 17 percent of the population. Those living in nonmunicipal areas equalled 36.3 million. These figures tend to underestimate the extent of urbanization because the designation of "municipal" for some areas is based on administrative decree rather than population density. For example, the census reports that a *tambon* (commune) is a type of municipality "established wherever it is deemed appropriate" through official decrees by the Ministry of the Interior and can range in size from several hundred to several thousand persons. Some are still rural in character. On the other hand, rural areas that have developed urban-type services are known as "sanitary districts" and are not necessarily reclassified as municipal areas.

More clearly defined are the muang (town) and nakhon (city). A nakhon municipality is established when an area reaches 50,000 persons and a population density not less than 3,000 persons per square kilometer. A muang municipality contains a minimum of 10,000 persons with a density of at least 3,000 persons per square kilometer. Nevertheless, towns containing provincial administrative offices receive the designation muang, regardless of size or density.

Thailand is administratively divided into 70 provinces, or changwats, which are subdivided into 642

Thailand by Age and Sex, 1980



Population of Thailand by Age and Sex:

Age	*Total*	*Male*	*Female*
All Ages	44,278,000	22,008,000	22,270,000
0-4	5,357,000	2,751,000	2,606,000
5-9	5,711,000	2,927,000	2,784,000
10-14	5,844,000	2,971,000	2,873,000
15-19	5,291,000	2,641,000	2,650,000
20-24	4,340,000	2,091,000	2,249,000
25-29	3,543,000	1,739,000	1,804,000
30-34	2,723,000	1,342,000	1,381,000
35-39	2,346,000	1,166,000	1,180,000
40-44	2,170,000	1,056,000	1,114,000
45-49	1,860,000	902,000	958,000
50-54	1,549,000	770,000	779,000
55-59	1,107,000	550,000	557,000
60-64	863,000	418,000	445,000
65-69	620,000	286,000	334,000
70+	953,000	396,000	557,000

Source: Thailand National Statistical Office, Bangkok; 1980 Population Housing Census

Population of Thailand's Largest Cities: 1979

Bangkok Metropolis	4,999,515
Chiang Mai	97,839
Hat Yai	92,486
Khon Kaen	89,925
Nakhon Ratchasima	89,101
Nakhon Sawan	86,221
Udon Thani	79,465
Songkhla	74,728
Phitsanulok	73,801
Nakhon Si Thammarat	65,190

Source: United Nations, 1982 ESCAP report

districts. There were nine changwats with populations of one million or more in 1980. The Central region contains 24 changwats (including Bangkok) and had 32 percent of the population in 1980. Sixteen changwats form the Northeastern region, which contains 35 percent of the population. The 17 changwats of the Northern region account for 20 percent of the population, and the 13 changwats in the South had 13 percent of the population in 1980. The most densely populated region was the Central region containing Bangkok. Density in the Central region was 138 persons per square kilometer compared with the national average of 86 persons per square kilometer.

Ethnicity and Religion

Thailand has an ethnically homogeneous population. The Thai Kingdom was first formed in the late 13th century and has kept its separate identity ever since. More than 85 percent of the population speaks some Thai dialect and shares a common culture.

The core population is made up of the Central Thai (36 percent of the population), Thai-Lao (32 percent), and Northern and Southern Thai (each about 8 percent of the population). The Thai language of the Central Thai is the official language taught in schools and used in government. Knowledge of Thai is essential to business success in Thailand; English is not widely understood. The largest minorities are the Chinese (about 8 percent of the population) and the Malay-speaking Muslims of the South (about 3 percent of the population).

It is difficult to distinguish ethnic Chinese from Thais. Many Thais have some Chinese ancestry and persons of more recent Chinese descent have assimilated into Thai society by becoming citizens. The Chinese tend to be urban, and a household survey conducted in 1979 found that approximately one-quarter of all urban households were bilingual in Thai and Chinese.

The national religion is Theravada Buddhism, to which 95 percent of Thais belong. Muslims constitute about 4 percent of the population and are concentrated in the South.

Buddhism dominates the Thai lifestyle and is an essential part of the social and political order. Crime is reported to decline during Buddhist Lent, because "criminals are Buddhists, too."

The spiritual center of every village is the wat, or temple. The wat is the home of monks and is the focus of all community festivals and religious ceremonies. It is traditional for young men to be ordained as monks, if only for a short time, when they reach age twenty. They then conduct religious rites and make the rounds of the community with their alms bowls begging for food. Even the King of Thailand followed this ritual in his youth. In 1981, there were 30,000 monasteries in Thailand with a total of 560,000 monks and novices.

Some indication of the extent to which Buddhism pervades Thai culture is the number of small shrines outside homes and businesses. Flowers and bits of food are left as daily offerings for the spirits. An advertising executive familiar with Thai culture advises to keep religion in mind when marketing. A picture of a man kissing a woman is not acceptable, nor is a picture of one person touching another on the top of the head; the soles of the feet are also taboo. Depictions of these gestures will offend religious sensibilities and should not be used to sell commercial products.

Age Distribution

Thailand's population is young. Thirty-eight percent of the population were under age 15 in 1980, and 60 percent were under age 25. Only 3 percent of the population was aged 65 or over. A recent article in *Advertising Age* stressed the advantage of marketing to youth in Thailand with the subtitle: "The population is young, and the chances for growth abound." For example, movies are a major source of advertising (with an average of 20 commercials per film), and 80 percent of moviegoers who attend twice a week or more are aged 15 to 20.

The Northeast region had the highest proportion of young people, with 43 percent under age 15, while the Central region (containing Bangkok) was below the national average with 33 percent of the population under age 15. For the Bangkok Metropolis, 30 percent of the population were younger than 15 and 3 percent were aged 65 and over.

Households and Families

There are two types of households in Thailand: private and collective. Private households may consist of one or more persons. The occupants of private households make provision in common for their own food and living arrangements. Private households are classified as agricultural households if agriculture is the household head's occupation.

Collective households are those composed of members who live together under certain rules and regulations or those living together for their own benefit. The members of a collective household may or may not take their meals together. Collective households are divided into two types, institutions and other collective households. Institutions include wats (temples), penal institutions, welfare homes, and hospitals. Other collective households include hotels, boarding houses, and living quarters for no less than six workers whose meals are employer provided.

As of April 1, 1980, there were 8.4 million households in Thailand, with an average size of 5.3 persons per household. Household size was largest in the Northeastern region (5.7 persons), and smallest in the Northern region (4.8 persons). The Bangkok Metropolis had an average of 5.2 persons per household. Among private households, 3 percent consisted of only one person and 8 percent consisted of two persons. One-third of private households contained three or four persons, 40 percent contained five to seven persons, and 15 percent contained eight or more persons.

According to a survey conducted in 1979, approximately two-thirds of rural households and 58 percent of urban households were nuclear families. Extended families comprise almost one-third of both urban and rural households. It is a tradition for newly married children to live with one set of parents. Thai newlyweds live with the bride's family, and Chinese live with the groom's family. However, "living with" can mean living in the same house or living in another house in the same compound. The household-size figures reflect only the people living together under the same roof.

Average age for women at first marriage was 22.5 in 1980. This is about the same age that American women first marry. Among the Thai population aged 13 and over, 33 percent of women and 39 percent of men were single in 1980; 55 percent of women and 56 percent of men were currently married, and 12 percent of women and 3 percent of men were currently divorced, separated, or widowed.

Housing

In Thailand a house is defined as any building or other structure used for habitation at the time of the census, including boats, floating houses, and vehicles. A living quarter is defined as any house inhabited by a household and may include detached houses, row-houses, apartments, rooms, boats, or other structures.

Complete housing counts from the housing census are being released for changwats (provinces) as they are processed. The total for Thailand is expected within the next year.

A 1979 survey of housing tenure found that 45 percent of urban households owned their homes and 29 percent rented. Approximately 8 percent of urban units were government-owned and 7 percent were owned by some member of the household other than the head. Other forms of tenure accounted for 11 percent of all urban households. Ownership is almost universal in rural areas, where most households build their own housing.

Urban housing has a slightly higher proportion of one-room units than rural housing (32 versus 26 percent), about the same proportion of two-room units (35 percent), and slightly fewer units with three or more rooms (33 versus 39 percent). One-third of urban households in 1979 used their houses for trade (including the selling of food and drink) and services. About one-quarter of rural households used their houses for additional purposes, mainly for raising livestock and trading goods.

Education

Literacy in Thailand is defined as the ability to read and write a simple statement in any language for all persons five years of age and older. People who can read but not write, are classified as illiterate. By this definition, approximately 84 percent of the population is literate.

Seven years of schooling are compulsory, from ages 7 to 14. Preprimary classes include ages 4 to 6 and enrolled 9 percent of children in that age group in 1981. Elementary schools include ages 7 through 12 and had 97 percent enrollment in 1981. Secondary or equivalent schools for students aged 13 to 19

Distribution of the Economically Active Population by Occupation and Sex: 1980

(in percent)

Occupation		*Thailand*			*Bangkok Metropolis*	
	Total	**Males**	**Females**	**Total**	**Males**	**Females**
Total	100.0	100.0	100.0	100.0	100.0	100.0
Professional, technical, and related	3.1	3.1	3.2	9.1	7.2	11.6
Administrative, executive, managerial, and government	1.3	2.1	0.4	6.4	8.7	3.1
Clerical and related	1.7	1.9	1.5	10.3	9.5	11.4
Sales	6.7	5.3	8.2	19.7	17.2	23.2
Agricultural, fishers, animal husbandry, hunters, and forest workers	72.6	69.8	75.6	5.8	5.3	6.4
Miners, quarrying, well drilling, and related	0.2	0.3	0.1	—	0.1	—
Transport equipment operators, and related	1.7	3.1	0.1	5.2	8.8	0.2
Craftsmen, production, and related	9.6	11.5	7.6	30.6	34.0	26.0
Service	3.0	2.8	3.2	12.2	8.5	17.3
Workers not classified, or occupation unknown	0.1	0.1	0.1	0.7	0.7	0.8

enrolled about one-quarter of that age group, and higher education for persons aged 19 to 24 enrolled 4 percent of persons in that age category.

There were 379,000 students enrolled in 1981 at the pre-primary level; 7.4 million at the elementary level; 2 million at the secondary level; and 246,000 at the highest level. Approximately 40 percent of persons aged 4 to 24 were enrolled in school in 1981, representing 21 percent of the total population.

A one-percent sample of the 1980 census reported that 72 percent of males and 70 percent of females had completed an elementary education. Eleven percent of males and 7 percent of females had completed the secondary level, and 3 percent of men and 2 percent of women had a university degree. For the kingdom as a whole, 14 percent of men and 20 percent of women had no formal education.

The Bangkok Metropolis had the lowest proportion of persons with no education (11 percent) and the highest proportion with a university education (10 percent of men and 8 percent of women). Approximately one-quarter of the Bangkok population had finished secondary school (versus 9 percent of the whole kingdom).

Labor Force

All persons 11 years of age and over who were employed at the time of the census, or who had worked any day during the week preceding the census, as well as persons looking for work and those waiting for seasonal work, were counted as economically active. By this broad definition, 66 percent of the population aged 11 and over were considered economically active in 1980. Forty-five percent were actually employed, 2 percent were looking for work, and 18 percent were waiting for seasonal agricultural work.

Among women aged 11 and over, 57 percent were economically active. Forty percent were employed, 2 percent were looking for work, and 16 percent were waiting for seasonal agricultural work.

The Bangkok Metropolis had a higher than average proportion of persons actually employed (53 percent), but a lower than average proportion economically active (58 percent) due to a high proportion of students (21 percent).

A more recent *Report of the Labor Force Survey* conducted in 1981 for the kingdom reported 24.6 million persons in the labor force, or 52 percent of the population aged 11 and over. Nearly 99 percent of these persons were employed, leaving only 1 percent unemployed. Yet there is significant underemployment in Thailand: 20 percent of workers are classified as "inadequately utilized." For those who are "adequately utilized," however, the hours are long: 40 percent of those employed in municipal areas in 1981 worked 50 or more hours per week.

Household Possessions by Place of Residence

(in percent)

Household possessions	*Rural*	*Urban*
Bicycle	45.1	38.7
Motorcycle	14.7	30.4
Small automobile	1.1	16.4
Large automobile		4.9
Black & white television	9.1	67.0
Color television	0.4	10.9
Sewing machine	18.0	56.4
Refrigerator	6.2	61.3
Rice cooker	—	62.8
Hair dryer	—	25.6
Stereo set	—	22.1
Air conditioner	—	10.9
Radio	80.7	—
Clock or watch	45.8	—
Electric fan	13.6	—
Electric iron	14.2	—

Source: 1979 survey of 2,658 households by the Institute of Population Studies, Chulalongkorn University, Bangkok.

Table 2 lists the occupational distribution of the Kingdom and the Bangkok Metropolis by sex.

The proportion of women who are professionals in Bangkok is greater than the proportion of men who are professionals (12 percent versus 7 percent). Digby Nancarrow, the managing director of the advertising firm McCann-Erickson Ltd. in Bangkok advises that women professionals are a significant segment of the Thai market. Thailand's women play a greater role in business than do women in the United States. They control finance and influence business "very heavily". According to Mr. Nancarrow, ". . . women's liberation, as we know it in Western society, started in Thailand many years ago."

Income and Consumption

Per capita GNP in Thailand was US $769 a year in 1981. This is higher than per capita income in Indonesia and about the same as in the Philippines, but significantly below that of Singapore and Malaysia. Some 11 million people earn less than $200 per year, which is the official poverty level. The poorest part of the country is the Northeast Region.

Bangkok, with about one-tenth of the country's population, accounts for about one-third of the national income. This suggests that there is a small urban upper class and a large rural lower class. The middle class is just beginning to emerge in Thailand.

The minimum wage in Bangkok was set at 45 Baht per day in 1980 (about US $2.25). It is estimated that more than one-half of all employers in Bangkok and the surrounding provinces pay less than minimum wage. The minimum was set at B38 for the North and B35 for the Northeast. These levels are below the B60 sought by unions and which economists at Chulalongkorn University determined necessary for an adequate standard of living.

Radio is the most popular media, and the print media are not far behind. In Bangkok there are 16 Thai daily newspapers, 3 weekly papers, 8 Chinese-language dailies, 3 English-language dailies, and 1 English weekly. The Bangkok Post has a circulation of approximately 25,000 compared with the leading Thai daily, the Thai Rath, with 850,000 readers. The rest of the country has 183 newspapers, most written in Thai. There are 18 Thai weekly magazines, 20 Thai bimonthlies, and 72 Thai monthlies, in addition to 12 English-language monthlies. Readership of both newspapers and magazines is greater in urban than rural areas, while radio has almost universal attraction.

Sources of Information

The preliminary report of the 1980 Population and Housing Census is available in English and Thai from Thailand's National Statistical Office in Bangkok Metropolis 10100. This 26 page document provides 100 percent data on population and households by changwat, region, and the Bangkok Metropolis, and 1 percent sample data on age and sex distribution, marital status, contraceptive use, educational attainment, and labor force activity. There are no housing data in the preliminary report.

Complete data for 17 population items and 12 housing items are being released for changwats as they are processed. When all changwats are complete, the final national volume will be published. The final report will contain 27 items on population and households and 18 items on housing. A list of these tables can be obtained from the National Statistical Office.

The most complete labor force data for the Kingdom, the regions, and the Bangkok Metropolis are available from the 295 page *Report of the Labor Force Survey* conducted from July through September, 1981, and published by the National Statistical Office.

The pocket-sized *Statistical Handbook of Thailand* for 1981 summarizes some of the 1980 census results and presents an overview of various social, economic, and demographic characteristics (also available in English from the National Statistical Office).

The Institute of Population Studies of Chulalongkorn University carried out a series of longitudinal surveys of the urban and rural population between 1969 and 1979. A 58-page summary of the latest survey is available from the Professional Publishing Company, Ltd., 2/2-3 Soi Kluaymam-Thai, Sukhumvit Road, Bangkok, Thailand; telephone 392-9673.

The Economic and Social Commission for Asia and the Pacific (ESCAP) of the United Nations published a report titled *Migration, Urbanization, and Development in Thailand* in 1982. It is one of their series of *Country Reports* and is available through the U.N.

The East-West Population Institute has published a report that includes data for Thailand. Titled *Labor Markets, Urban Systems, and the Urbanization Process in Southeast Asian Countries* (Paper No. 81, July 1982), it can be purchased for $1.00 from the East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848.

The Foreign Area Studies staff of The American University published an updated *Country Study of Thailand* in 1981 (edited by Frederica Bunge). The 354 page book can be ordered from the USGPO (Stock No. 008-020-00859-1) for $11.00. Other USGPO publications on Thailand are the *Foreign Economic Trends* (FET 82-105) published in November 1982 ($1.50) and the Department of State *Background Notes* dated February 1983. The contact person for Thailand at the U.S. Bureau of the Census is Peter Way; telephone 301-763-5577.

—Daphne Spain

Daphne Spain is International Demographics' Washington correspondent.

Publications

Cities of the World, Supplement, edited by Margaret Walsh Young (based on the *Post Reports* issued by the U.S. Department of State), 1983, Detroit: Gale Research Co., 466 pps., $65.

Cities of the World is a supplement to a four-volume set published by Gale Research last year (price, $170). The supplement contains information about 92 cities in 30 countries ranging from Algeria, Argentina and Australia, to Uganda, Upper Volta, and Yugoslavia. For 47 of the cities, the data presented is new; for 45 cities, it is updated from the previous volumes.

Included in each city description is a total population figure, information about ethnic groups, the educational system, geography, tourist attractions, and entertainment facilities. Occasionally included is information about suburbs or residential areas of the city where particular ethnic groups or enclaves of expatriates are likely to be found.

Although the notes are designed to help acquaint U.S. government employees with a new city, they may also be helpful to the insightful market researcher.

The description of Jakarta, for example, contains this information: "Jakarta itself has limited public recreation facilities. With the city's recent population increase and the ever-growing presence of resident foreigners, recreational facilities have not kept up with sports enthusiasts' demands. The major recreational places are especially crowded during weekends and holidays. Golf, tennis, swimming, boating, fishing, and mountain climbing are popular active sports."

These are words to warm the heart of a developer of golf courses or a wholesaler of tennis equipment.

World Data, by George Thomas Kurian, New York: World Almanac Publications, 1983, 623 pp., $9.95 paperback.

As a quick reference tool, this almanac provides a brief description of each country in the world including population, year of latest census, population density, literacy, languages, and major cities. Population figures are usually out-of-date as are the dates of the latest census year. For example, Australia's population

continued on p. 11

1983 Cumulative Index

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—Index compiled by Robert Kibbe

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data are shown as of 1976 when, in fact, the latest census was taken in 1981, and most of the tabulations from that census are available. The ranking of world cities according to population size is based on 1979 data when more recent estimates are available for all countries. The rankings for rivers, lakes, land area, and other geographic features presumably are more reliable.

Doing Business in China by Zheng Zhihai, Li Lingwen, and Cai Yong-fang, 1983, New York: Pace University, 21 pp. Order from The Center for Applied Research, Pace University, Lubin Schools of Business, Pace Plaza, New York, NY 10038; telephone (212) 488-1971.

This practical guide was written by three Chinese students who were on leave from their employers in international trade to study at Pace University this year.

The guide is broken into four parts: political environment, economic environment, cultural environment, and marketing in China. The cultural environment section explains, for example, some differences between Chinese and Americans in consumer customs and attitudes.

"In China's market, competition takes place on many levels. Chinese buyers are greatly concerned with appropriate technology, quality, dependable service, long term commitment to the market, the availability of technical expertise, marketing assistance and training. This is especially true for buyers of industrial products, who proceed slowly in comparing and selecting suppliers. Quality is usually a first consideration, followed by price," the authors say.

Other hints in this section include the following:

— Fine packaging will not necessarily attract consumers if the products are virtually the same.

— Most Chinese are brand loyal: once they make a choice, they will stick with the brand.

— Decisions about the purchase of durable goods are usually made by both husband and wife, while decisions about products used on a daily basis are made by the wife.

The report also suggests that advertising in China should be informative rather than persuasive, and that well done four-color ads are noticed because there are so few of them.

This guide is highly recommended for any firm that contemplates doing business in China.

The Center for Applied Research publishes an on-going series of monographs, working papers, and business case studies. Associate membership in the Center ($25 annually) entitles the subscriber to free copies of all Center publications and to announcements of coming events.

The Demographic Dilemma of the Soviet Union by Rosemarie Crisostomo, Washington, D.C.: Bureau of the Census Center for International Research, 1983, 15 pp., n.p.

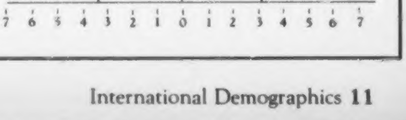
The aging of the Soviet Union's population and the high fertility rates among the Soviet Central Asians are creating pressures on the Soviet economic and political systems that are being closely watched by the Western world.

This brief booklet summarizes important Soviet demographic trends with an emphasis on the labor force squeeze forecast for the next 20 years in the U.S.S.R.

Tables and charts provide comparisons from 1960 to 1980, and in some cases projections to 2000.

Correction

In the November issue on page 6, the population pyramid for Norway is incorrectly proportioned. The data in the table that accompanied the pyramid are correct. The correct pyramid is shown below.



Sources

The Economic Commission for Africa

On April 29, 1958, the United Nations' Economic and Social Council (ECOSOC) established the Economic Commission for Africa (ECA) and chose, by ballot, Addis Ababa, Ethiopia, as the headquarters of the Commission.

The Council charged the ECA with the promotion of the continent's economic development during the transition from colonial rule to independence. In 1958, ECA's membership consisted of eight independent states (Ethiopia, Ghana, Liberia, Libya, Morocco, Sudan, Tunisia and Egypt), and seven colonial powers (Belgium, France, Italy, Portugal, Spain, Britain; and South Africa); by 1983, 50 independent African countries, excluding South Africa, had joined the commission as full members.

ECA's structural organization includes the Conference of Ministers for Economic Affairs, Planning and Development, which meets annually, the Sectoral Ministerial Conferences (i.e. the Conference of African Ministers of Industry, of Transport, etc.), and the Specialized Subsidiary Bodies, established by the Commission incorporating the Joint Conference of African Planners, Statisticians and Demographers. The latter body meets every two years. It is mandated to advise the Commission and the African Institute for Economic Development and Planning on annual programs or work and research in economic and social planning, including projections, and to review the statistical program in population.

The total population of the 50 ECA member states in 1980 was estimated by the United Nations at 434 million. With an average annual rate of growth of 2.6 percent, medium variant projections indicate that by the year 2000, the total population will reach 790 million.

Economic growth, however, has fluctuated dramatically over the past decade. While the average annual economic growth for ECA has been calculated at 5.6 percent, a general deterioration in the performance of agriculture, as well as unfavorable external trade factors, coupled with a shortage of foreign exchange in many countries, increased the strain on the national economies. Nevertheless, the continent's enormous pool of natural resources, ranging from bauxite to uranium, could catapult Africa out of its present economic morass, once those resources are effectively marketed.

The Commission's most important bilingual (English/French) publication is *Foreign Trade Statistics for Africa* which is published in two parts: Series A covers *Direction of Trade* and Series B, *Trade by Commodity*. Each issue is priced separately with the latest available number for Series A (E/F.77.II.K2) priced at $8.50 and for Series B (E/F.78.II.K3) at $9.00 (ordering information below).

The *African Population Newsletter* is published twice each year. Numbers 40 and 41, for January and June 1983, are available covering recent population surveys throughout Africa.

In celebration of ECA's Silver Jubilee Anniversary in 1983, a special volume entitled *25 Years of Service to African Development and Integration* has been published by the United Nations. The 200-page document, including over 50 pages of statistical data, traces the history of the Commission and surveys the progress of economic and social development in Africa over the past 25 years.

ECOSOC publishes a quarterly list of documents issued by ECA. Demographic studies are often listed and may be ordered directly from the United Nations' sales offices in New York or Geneva. Recent titles include:

(1) *Technical Assistance in Development Planning, Statistics and Population in Africa, 1980-1981* (E/CN.14/PSD.2/1 19 Feb. 1982),

(2) *Common Problems in Institution-Building in Planning, Statistics and Demography* (ST/ECA/PSD.2/11 26 Jan. 1982),

(3) *Population Training and Research in Africa* (ST/ECA/PSD.2/26 2 Feb. 1982),

(4) *Report on Population Activities in 1980-1981 and Program of Work for 1982-1983* (ST/ECA/PSD.2/27 16 Dec. 1981), and

(5) *Report on Censuses, Demographic Surveys and Civil Registration* (ST/ECA/PSD.2/28 28 Jan. 1982).

Reports with pre-assigned U.N. sales numbers may be ordered from United Nations Publications, Room A-3315, New York, NY 10017.

Information on ECA documents and studies may be obtained from the Regional Commissions Liaison Office at the U.N.; telephone 212-754-5228.

—*Joseph A. Kechichian*

Mr. Kechichian is a doctoral candidate in foreign affairs at the University of Virginia.

ECA Membership List

Full Members

- Algeria
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- Zambia
- Zimbabwe

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- African National Congress (ANC)
- Pan-Africanist Congress (PAC)
- South-West African People's Organization (SWAPO)

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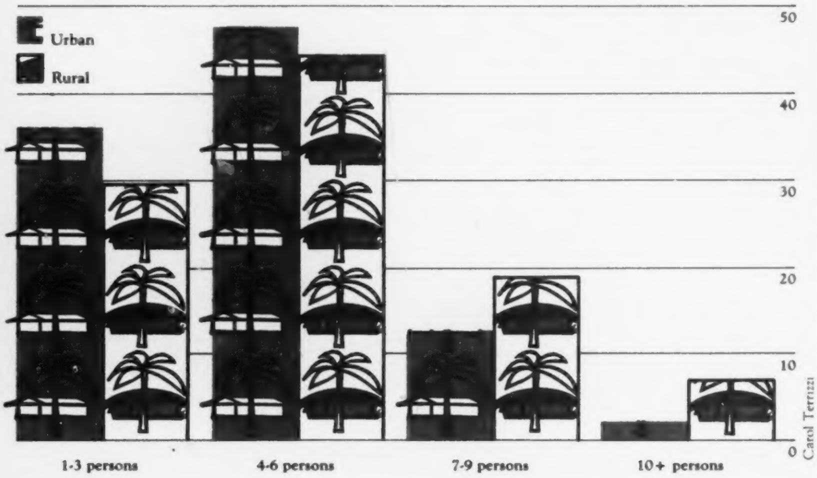
INTERNATIONAL DEMOGRAPHICS

Vol. 3, No. 1 January 1984

Household Size by Place of Residence, Costa Rica: 1981

(percent of households)



Country Profile

Republic of Costa Rica

A World Bank official has called Costa Rica "the land of the happy medium." At peace in the midst of Central American political turmoil, Costa Rica has a long history of democratic rule, no standing military, and more schoolteachers than police. Contributing to Costa Rica's success in steering a middle course is its 90 percent literacy rate and relative prosperity compared with its neighbors.

"Relative" prosperity must be stressed because Costa Rica has had recent economic problems due to the high cost of importing oil and declining prices for its major exports (coffee and bananas). Costa Rica has always been able to feed its population, but it is now suffering from reduced yields due to deforestation and accompanying erosion. The self-help theme of "Back to the Land" was a cornerstone of President Luis Alberto Monge's successful 1982 campaign. Agrarian reform programs are aimed at distributing land and/or bank credit to small farmers to re-establish agricultural self-sufficiency.

Business America predicts that the worst of Costa Rica's economic problems are over. After a year of stability in 1983, it predicts a year of "modest but significant growth" for 1984. The United States remains Costa Rica's major supplier of imports with about 37 percent of the total market and 47 percent of non-oil imports.

Population Growth

Although its agricultural output may be diminishing, its statistical output is excellent. Costa Rica produces some of the most current demographic data in the world. Its Department of Statistics and Census, now celebrating its 100th anniversary, publishes estimates of the population every year. The most recent estimate shows 2.4 million Costa Ricans on January 1, 1983.

Costa Rica's last national census was taken in 1973. The census scheduled for 1983 was postponed for budgetary reasons, but annual

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COUNTRY PROFILE: COSTA RICA

Around the World

Textbooks Override Buildings

For World Bank aid to education in developing countries, the 1960s was the decade of school buildings. The 1970s and 1980s are the decades of "software" — textbooks and other materials that support curriculum development.

There is good reason for the change in direction, according to George Psacharopoulos, education research advisor. Bank research finds that literate farmers are more willing to learn new techniques of production, countries that emphasize education are doing better than those that do not, in developing countries the school environment has more influence than the home environment, and women with education contribute more to family well-being and income. They also tend to have fewer children.

Psacharopoulos says that the rates of return from education projects are as high, and in some cases higher, than the rates of return on other types of capital investments. He says the rate of return on investments in primary schools is particularly high, as much as 50 percent in some cases.

Bank research on education is taking place now in Egypt, Colombia, Tanzania, Peru, and Malawi, among other countries.

West German Singles Increasing

Singles are a growing demographic group within West Germany, according to statistics from the Federal Institute for Population Research in Wiesbaden. About one in eight people live alone.

The trend results from fewer marriages, a rising divorce rate, and less inclination to remarry. Single men and women are also leaving their parents' homes at an earlier age.

The researchers say that the most significant social factors responsible for the spread of single living are higher incomes, greater urbanization and better medical care, along with a preference for independent and more individualistic lifestyles. Demographers believe the trend will continue in West Germany. They point to the growing number of childless marriages as evidence that more people can be expected to face old age on their own.

West Germany Loses Foreigners

The number of foreign citizens in West Germany was down by 3 percent in September 1983 compared to a year earlier. The Federal Bureau of Statistics reports that 4.5 million foreign nationals are registered with its office, 132,000 fewer than in September 1982. The sharpest drop came in the number of Italians, 37,000 of whom left the country in the preceding 12 months.

Turks are still the largest ethnic minority at 1.5 million, or 34 percent of all foreign residents. Next come Yugoslavs with 613,000 or 14 percent; Italians, 565,000; Greeks, 292,000; Austrians, 172,000; and Spaniards, 166,000.

Study Tour On The Elderly

The National Council on the Aging offers two opportunities to explore aging in Europe. The first is April 7-15 in Vienna and Budapest. The second will be in Britain on Oct. 8-15. The first tour will provide for meetings with Hungarian and Austrian experts on gerentology. The second will include meetings at the Ministry of Health in London and

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Strategic Demographics in Asia

The *Asian Wall Street Journal Weekly* and *International Demographics* join forces March 28 at the San Francisco Hilton to present a one-day seminar on using demographics to expand Asian trade.

Robert Keatley, publisher of the *Asian Wall Street Journal* in Hong Kong, will keynote the seminar with an assessment of the business climate in Asia.

Doris Walsh, editor of *International Demographics*, will take a country-by-country look at the demographics of the region, focusing on the growing middle class, rising educational levels, and increasingly skilled labor force.

David Mozingo, president of Califas, Ltd., a firm that represents companies in China, will share his unique insights into opportunities available in the Chinese market.

The afternoon program will feature four speakers, each of whom will use case studies to lead the participants through some aspect of entering the Asian market. Will Pilcher, strategic market research director for Levi Strauss International; Charles Rund of V. Lance Tarrance and Associates, an international consulting company; Gordon Stiegler, a former vice president of Carnation Company, and Megami Niimura, senior vice president of Young and Rubicam/Dentsu will give advice on advertising, planning, and product adaptation and market research in Asia.

Cost of the conference is $240 for members of the Demographic Institute or $280 for non-members. Participants who elect to also attend the U.S. demographics in strategic planning conference the next day at the same location will pay a combined rate of $380 for Institute members or $440 for non-members.

To register or obtain a brochure, call Ellen Marsh, toll-free, at (800) 828-1133. (NYS residents call (800) 462-8686.) •

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The Mid-1983 Population Estimates: Whose are the Best?

Estimating the size of a population is a risky business. In the absence of reliable data, it is a matter of best guessing. Yet, market researchers are expected to know the answer to the most fundamental question, "How many people are there in the market?" So how do you know which estimates to choose?

The U.S. Bureau of the Census released mid-1983 estimates of population late last year. The Population Reference Bureau publishes its estimates annually on a World Data Sheet, usually released mid-year. And the estimates from the United Nations were produced in 1980.

Because the Population Reference Bureau relies heavily on the United Nations and the U.S. Bureau of the Census for its estimates, the comparisons made here will include only the estimates of the United Nations and the Census Bureau. These estimates often are made independently of each other.

The Census Bureau incorporated all country data it had received through the spring of 1983 when it made its estimates. Where reasonable age-sex distributions were available, the Census Bureau estimated births, deaths, and migration separately to arrive at a total population figure — this is called the component method.

The United Nations also uses the component method for estimating the populations of most countries, but it last produced detailed population estimates and projections for all countries in 1980. The most recent round of estimates and projections, scheduled for 1982, has not yet been published but will include updated estimates based on more recent census data already included in the Census Bureau's estimates. The U.N.'s 1983 estimates printed here were derived by U.N. demographers interpolating its 1980 five year data between 1970 and 1995. Estimates for small countries (with fewer than 300,000 people) were made by assuming an annual growth rate based on the U.N.'s knowledge of a country and on the growth rates of similar neighboring countries.

For long-term strategies, the U.N. estimates are easier to use because the Census Bureau does not commonly produce long-term projections. The U.N. estimates give a good ballpark idea of adult groups market size for 10 to 15 years ahead.

However, on a short-term basis, the current estimates of the U.S. Census Bureau may be more accurate because the bureau's systems allow it to incorporate new information more quickly. And, while the U.N. has to have agreement from the country's government on the numbers it will use, the U.S. Census Bureau is freer to make its own assessments without clearing them with the country government.

One of the few numbers on which the United Nations and the Census Bureau come close to agreement is the world's total population; both organizations put it at about 4.7 billion people in 1983. The actual U.N. figure is 4,665 million. The Census Bureau estimates 4,722 million people.

When the numbers are rounded they are in complete agreement at 4.7 billion people. In fact, there are only eight countries for which the U.N. and Census Bureau estimates are identical.

Overall, the differences between Census Bureau and the U.N. population estimates range from −31 percent to +67 percent. The percent difference is defined as the Census Bureau estimate minus the United Nations estimate. This percentage is positive when the Census Bureau estimate is greater than the U.N. estimate and negative when the U.N. estimate is larger. When the difference is greater than plus or minus 1.5 to 3 percent, it should ring an alarm bell and cause you to look more closely at how and when the estimates were made before deciding on which one to use, or whether to look for a different source, or whether to make your own estimate. Beyond a 3 percent difference the data should be used very cautiously. Not even this rule will catch all problems, of course. For Nigeria, where all agree the data are very unreliable, the U.N. and the Census Bureau differ only slightly on the population. If an alarm bell sounds, however, the next question should be, "How old are the data?"

Africa

Not surprisingly, the least reliable estimates of population are in Africa. Of the 19 countries with differences in estimates of plus or minus 10 percent or more, 10 are in Africa.

Although most African nations took a census in the 1970 round, many published no results. Equatorial Guinea is one of those countries where a census was taken in 1970-71, but no results were published. Thus, the U.N. estimates Guinea's 1983 population at 390,000 and the Census Bureau's estimate is 268,000 — a 31 percent difference. While the estimates for small countries may not matter as much to market researchers, significant differences are also found in estimates for large countries.

Ethiopia, for example, has never had a census. One was planned for the 1980 round of censuses, but was postponed because of a lack of funds and other administrative problems. According to the United Nations, Ethiopia had 33.8 million people in mid-1983, but only 31.3 million according to the Census Bureau, a difference of about 7 percent.

Only 8 African countries have a difference in estimates of less than

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Costa Rica / *cont. from p. 1*

statistical updates provide basic population totals by province, canton and district. Costa Rica's population in 1973 was 1.9 million, and the population has grown 28 percent in the last 10 years. Its 1983 population places it demographically, as well as geographically, between its southern neighbor Panama, with a population of 2.1 million in 1983, and its northern neighbor Nicaragua, with a population of 2.8 million. Belize, with fewer than 1 million inhabitants, is the only Central American country smaller than Costa Rica and Panama.

Costa Rica's average annual growth rate is between 2.5 and 2.7 percent, which means the population will double in 27 years if this rate continues. Although Costa Rica accepts political refugees from neighboring countries, their numbers are not great enough to affect the country's population size, but even as few as 2,400 refugees a year can add 0.1 percent to the growth rate.

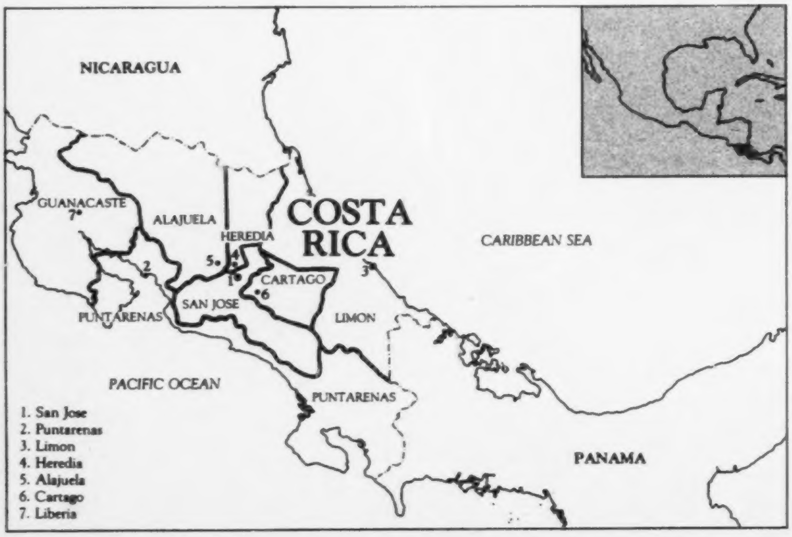
The low level of immigration means that Costa Rica's growth occurs mainly through natural increase, the difference between the birth rate of 29 births per 1,000 population and the death rate of 4 deaths per 1,000 population. Costa Rica has the lowest death rate of any country in Latin America, where the average is 8 deaths per 1,000 population. Its birth rate is the lowest among Central American nations. Costa Rica's low death rate can be partly attributed to a low infant mortality rate of about 25 infant deaths per 1,000 live births (versus an average of 65 for Middle America as a whole and 11 for the United States).

Costa Rica's population is projected to be 3.4 million by the year 2000 and 4.6 million by 2020. Despite continued growth and pressures on the land to produce food, Costa Rica has set aside 8 percent of its land for preservation as national parks (compared with less than 2 percent of the U.S. mainland). This year Costa Rica received the J. Paul Getty Award for Conservation in honor of its successful efforts to protect a million acres of tropical rain forest.

Regions and Cities

Costa Rica consists of seven provinces divided into 80 cantons and numerous smaller districts (distritos). The canton is an administrative unit of a province and exercises local government powers; the smaller distritos do not have self-government.

Because of favorable climatic conditions, approximately two-thirds of the country's population live in a valley of the central highlands called the Meseta Central. The province of San Jose is located in this valley, home to 890,000 people (37 percent of the population) in 1983 (see Table). The capital city of San Jose is in the San Jose province.



Alajuela is the next largest province, with 17 percent of the total population, followed by Puntarenas with 12 percent and Cartago with 11 percent. Guanacaste contained 9 percent of the population in 1983. The smallest provinces were Heredia (7 percent) and Limon (6 percent of the total). Limon had the highest growth rate among all the provinces between 1981 and 1982: 3.2 percent compared with a low of 2.5 percent for Guanacaste.

About 45 percent of the country's population is urban, although definitions of "urban" and "rural" are not clearcut. Certain cantons may be identified as part of a city, but not all of their distritos are necessarily urban. For example, nearly half the population in the canton of Desamparados (which is in the San Jose Metropolitan Area) was rural in the mid-1970s. There are thus pockets of rural population within formally urban areas, just as there are rural populations in U.S. metropolitan areas.

There are several ways to define the city of San Jose. One is to identify only the central Canton San Jose, which would be the statistical equivalent of a U.S. central city without its surrounding suburbs. By that measure, San Jose had a population of 272,000 in 1983. Another definition includes 11 cantons in addition to the central canton, which gives a metropolitan population of 646,000 in 1983. This is the definition of the San Jose Metropolitan Area used by the Costa Rican Department of Statistics and Census, and it is similar to the U.S. concept of a metropolitan statistical area (MSA).

Even broader criteria include the neighboring capital cities of Alajuela, Heredia, and Cartago, with their respective component cantons. This metropolitan agglomeration is statistically similar to the U.S. definition of a consolidated metropolitan statistical area such as the New York-Northern New Jersey-Long Island consolidated area. The total San Jose metropolitan agglomeration contained over one million persons in 1983, or about half of the country's population.

Ethnicity and Religion

Costa Ricans are primarily of European descent. The largest ethnic group is Spanish. From Columbus's discovery of the country in 1502 until almost 100 years ago, there was no immigration into Costa Rica from countries other than Spain. Consequently, Costa Rica has one of Central America's most homogeneous populations. Approximately 96 percent of the population is white or mestizo (of mixed European and Indian ancestry) and 3 percent is black. There are small groups of Dutch, German, Swiss, Amerindians, and Chinese. Approximately 30,000 black Jamaicans live near the port city of Puerto Limon. Estimates are that about 10,000 North Americans live in the country.

Estimates of the indigenous Indian population range from fewer than 5,000 to 20,000, but they represent no more than 1 percent of the population. The three largest groups are the Chorotega-Mangues of the Nicoya Peninsula; the Boruca of the southern Pacific area; and the Talamancan tribes of the isolated jungles on the Caribbean coast. These groups are assimilating rapidly into Costa Rican culture.

With the exception of an English dialect spoken by the Jamaican blacks, Spanish is the main and official language. Indians speak distinct languages that are dying out as they learn Spanish. English is widely understood in the San Jose Metropolitan Area.

The Roman Catholic faith has been the official and predominant religion in Costa Rica since the colonial era; the population is currently 95 percent Catholic. The government contributes to church support, and religious education is compulsory in public schools. Protestant sects have a long history in Costa Rica, but have only several thousand members each and tend to be concentrated in certain areas. There are English Anglicans in San Jose and West Indian Baptists and Methodists in Puerto Limon; there is even a tiny Quaker community operating a cheese factory in Monteverde.

Age Distribution

As of July 1981, 37 percent of the Costa Rican population was under age 15. Seven percent were aged 60 and over, and 4 percent were aged 65 and over. Costa Rica has a younger population than the United States, where 23 percent of the population was under 15 in 1980, and 11 percent were aged 65 and over.

The median age in Costa Rica was 19.9 years in 1980, compared with 30 years in the United States. The United Nations projects the median age will rise to 25 years by 2000 if current birth and death rates hold.

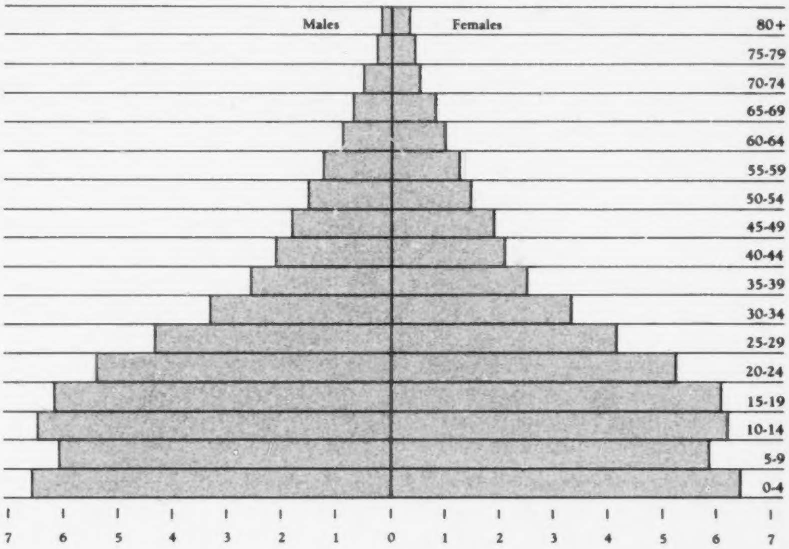
Life expectancy at birth was 68 years for Costa Rican men and 72 for women in 1980. United Nations projections are that life expectancy will increase to 70 years for men and 75 for women by the year 2000.

Households and Families

There were a total of 475,000 households in Costa Rica in 1981. Approximately half were classified as urban and half as rural. Just over 311,000 households were located in the Meseta Central and 141,000 were in the San Jose Metropolitan Area. Within the San Jose metropolitan area, 16,000 households were classified as rural, or 11 percent of the metropolitan households.

Population of Costa Rica by Age and Sex: 1980

(in percent)



Age group	*Total*	*Male*	*Female*
All ages	2,213,000	1,115,000	1,098,000
0-4	289,000	147,000	142,000
5-9	267,000	136,000	131,000
10-14	281,000	143,000	138,000
15-19	272,000	138,000	134,000
20-24	237,000	120,000	117,000
25-29	188,000	95,000	93,000
30-34	145,000	73,000	72,000
35-39	113,000	57,000	56,000
40-44	94,000	47,000	47,000
45-49	81,000	40,000	41,000
50-54	68,000	34,000	34,000
55-59	55,000	27,000	28,000
60-64	43,000	21,000	22,000
65-69	33,000	16,000	17,000
70-74	23,000	11,000	12,000
75-79	15,000	7,000	8,000
80+	11,000	5,000	6,000

Source: United Nations Demographic Indicators of Countries: Estimates and Projections as Assessed in 1980, p. 205.

For the country as a whole, one-third of all households contained one to three persons and almost one-half had four to six persons. Sixteen percent contained 7 to 9 members and 5 percent had 10 or more members. Household size in San Jose is similar to that for the rest of the country: 38 percent of households had 1 to 3 persons, almost half had 4 to 6 persons; and 14 percent consisted of 7 or more persons.

Among all Costa Ricans, 16 percent lived in households with 3 or fewer persons in 1981. Almost half the population lived in households of 4 to 6 persons; approximately one-quarter lived in households of 7 to 9 persons; and 11 percent lived in households with 10 or more people.

In general, the urban population tends to live in smaller households than the rural population: 71 percent of urban dwellers were in households with fewer than 7 members in 1981, compared with 56 percent of rural dwellers.

Family size has declined significantly in the past 20 years in Costa Rica. During the early 1960s, the average number of children per woman (total fertility rate) was over 7; today it is just under 4. Estimates are that about two-thirds of all currently married women of childbearing age use some form of contraception. The United Nations projects that the average number of children per woman will drop to just under 3 by the year 2000 (the U.S. rate is currently just under 2 children per woman).

Housing

Costa Rica's housing is generally adequate and sturdy, thanks to a government subsidized housing program begun in 1954. Much of the private housing in the Meseta Central is patterned after modern European and North American styles, except for the predominance of red corrugated metal roofs. A law passed in 1910 required the use of metal roofs as protection against injuries from earthquakes. There are few original colonial structures left in the Meseta Central due to the earthquakes of 1841 and 1910. In rural areas of the Meseta Central the houses are likely to consist of wood or adobe. Most have wooden floors, but some floors are still made of packed dirt.

The presence of powerful rivers in the Meseta Central provides enough cheap hydroelectric power that many homes in the valley have electricity. An abundance of natural spring water is pure for drinking and piped into most homes in the valley.

Outside the Meseta Central, living conditions are less modern, and housing may be made of bamboo with thatched roofs. In the Caribbean lowlands of Limon, heavy rains require wooden houses to be perched on stilts. Workers on ranches and plantations live in housing provided by the landlord, where several tenant families share bathroom facilities.

The National Institute of Housing and Urban Affairs (INVU) has tried to replace slums with low cost housing. Between its establishment in 1954 and the late 1960s, the INVU built over 13,000 units, most in or near the largest cities. The institute's most successful project is Hatillo, a housing development on the outskirts of San Jose where houses with sanitary facilities and yards have replaced squatter shacks.

Population of the Republic of Costa Rica
Provinces and Capital Cities*

	Total	*Men*	*Women*
Republic of Costa Rica	2,403,781	1,195,796	1,207,985
Provinces			
San Jose	890,443	432,122	458,321
Alajuela	413,765	206,806	206,959
Cartago	259,816	130,375	129,541
Heredia	171,688	84,823	86,865
Guanacaste	228,249	115,087	113,162
Puntarenas	286,082	146,701	139,381
Limon	153,638	79,882	73,756
Capital Cities			
San Jose	271,873	127,155	144,718
Alajuela	42,579	19,902	22,677
Cartago	27,929	13,208	14,721
Heredia	29,544	13,838	15,706
Liberia	14,770	6,962	7,808
Puntarenas	34,613	16,944	17,669
Limon	38,916	19,134	19,782

**as of January 1, 1983*

Education and Labor Force

Costa Rica's 90 percent literacy rate is Central America's highest. School is free and compulsory for six years and attendance is nearly 100 percent. Enrollment figures for 1980 recorded 22,000 pre-schoolers, 349,000 primary students, and 136,000 in secondary and teacher training schools. Universities enrolled 55,000 students in 1979.

A total of 796,000 Costa Ricans were in the labor force in 1981, or one-third of the population. Approximately 91 percent were employed at the time of the survey and 9 percent were unemployed. Just under 1.5 million persons were not in the labor force, or economically inactive.

The Costa Rican labor force was 26 percent female in 1981 (versus 44 percent female for the U.S. labor force in 1980). Nineteen percent of all Costa Rican women worked in 1981 compared with 52 percent of U.S. women. Participation rates were slightly higher, at 23 percent, among urban women and those in the San Jose Metropolitan Area in 1981.

Detailed labor force statistics are available for the San Jose Metropolitan Area, the Meseta Central, and the rest of the country, as well as for urban and rural areas. Unemployment is slightly higher outside the Valley and the metropolitan area than within it (9 percent vs. 8 percent), and the proportion of the population economically active is slightly higher in the San Jose Metropolitan Area and the Valley than in the rest of the country (36 vs. 34 percent).

The table provides a breakdown of the labor force by occupational category for the country as a whole and for the San Jose Metropolitan Area. Eight percent of the labor force are in professional and technical occupations and 8 percent are administrative. Within the San Jose area, 12 percent of the labor force are professional and technical and 8 percent are administrative. It is not known whether the definition of "administrative" is comparable from the metropolitan to rural areas.

Over one-half of the employed population worked 47 hours or more per week in 1981. Eighteen percent worked 40 to 46 hours per week, and approximately one-quarter worked less than 40 hours a week. In the San Jose area, 64 percent of the labor force worked 47 or more hours a week.

Three-quarters of the Costa Rican labor force were salaried workers or employees in 1981. Sixteen percent were independent workers and 4 percent were employers of others. Five percent of the labor force consisted of unpaid family workers.

Income and Communications

Per capita income in Costa Rica in 1981 was U.S. $1,476. Monthly wages ranged from less than 800 colones per month to 6,000 colones (about 36 colones per dollar in 1981) or more. The most common salary range was 1,200 to 1,999 colones per month (earned by 25 percent of all workers). Approximately 12 percent of the labor force earned 4,000 or more colones per month in 1981. A higher proportion (19 percent) of metropolitan workers earned 4,000 colones or more per month than workers in the rest of the country. Metropolitan workers were only half as likely to be at the lowest end of the wage scale, less than 800 colones per month, as the country as a whole (6 percent compared with 12 percent).

Many homes in the Meseta Central have electrical appliances such as stoves and television sets. An estimated 55 percent of all households had television in 1980, and about 98 percent of all households had a radio.

Sources of Information

The most recent demographic release from Costa Rica is *Poblacion de la Republica de Costa Rica por Provincias, Cantones, y Distritos: Estamacion al: 1 ero de Enero 1983*. The publication is available from the Ministerio de Economia y Comercio, Direccion General de Estadistica y Censos, San Jose, Costa Rica. It includes the total population by sex for all subdivisions.

Detailed labor force data for 1981 are available from the publication titled *Encuesta Nacional de Hogares, Empleo y Desempleo*. This 86-page report contains 61 tables of labor force statistics and can be purchased from the Ministerio de Trabajo y el Empleo, Direccion General de Estadistica y Censos, San Jose, Costa Rica.

Businesses interested in obtaining information on investment opportunities and government incentives may write directly to: Roberto Lobo, President, Costa Rican Export and Investment Promotion Center CENPRO, Apartado 5418, San Jose, Costa Rica. CENPRO also has an office in the U.S.: Danilo Leon, CENPRO, 200 S.E. First Street, Suite 400, Miami, FL 33131; telephone: 305-358-1891.

Westinghouse Health Systems has published a report on the Costa Rican Contraceptive Prevalence Survey using 1978 data. The report, Reprint Series Number 5, was released in August 1982, and is available from Westinghouse Health Systems, P.O. Box 866, Columbia, MD 21044.

The last U.S. Census Bureau report on Costa Rica is the 1977 Country Demographic Profile, ISP-DP-4, U.S. Government Printing Office stock number 003-024-01456-4. The contact person for Costa Rica at the U.S. Census Bureau is Susan O'Connor; telephone: 301-763-4086. •

—Daphne Spain

Daphne Spain is International Demographics *Washington correspondent.*

Industry by Occupation for Costa Rica and San Jose Metropolitan Area: 1981

Occupational groups	*Total*	*Agriculture*	*Industry*	*Construction*	*Basic services*	*Commerce*	*Services*	*Industry unknown*	*Persons seeking first job*
Country Total	795,841	212,868	122,933	58,494	44,204	140,778	198,496	6,992	11,076
Professional & technical	66,138	1,314	4,006	4,137	1,756	6,758	47,912	255	–
Administrators & managers	90,383	48,944	3,996	333	1,592	31,503	2,721	1,294	–
Employees & sales workers	109,242	1,629	13,179	1,192	8,585	54,529	28,965	1,163	–
Operators & craft workers	384,682	157,978	95,380	51,185	28,657	14,504	34,108	2,870	–
Service workers	132,107	2,893	6,033	1,571	3,296	33,318	84,470	526	–
Not classifiable	2,213	110	339	76	318	166	320	884	–
Persons seeking their first job	11,076	–	–	–	–	–	–	–	11,076
Metropolitan area	227,295	3,646	53,989	14,396	15,068	60,594	73,657	2,635	3,310
Professional & technical	28,310	340	2,792	1,745	987	4,300	17,991	255	–
Administrators & managers	17,791	1,576	2,361	224	510	10,974	1,552	594	–
Employees & sales workers	49,318	139	7,405	332	3,783	24,423	12,647	589	–
Operators & craft workers	81,266	1,421	37,907	11,678	8,522	6,581	14,709	448	–
Service workers	46,543	170	3,269	417	1,266	14,316	26,688	417	–
Not classifiable	757	–	255	–	–	–	170	332	–
Persons seeking their first job	3,310	–	–	–	–	–	–	–	3,310

continued from p. 3

plus or minus 1 percent. These include the Ivory Coast, Kenya, and Lesotho, all of which have published census results from 1975.

North and South America

Of the 28 countries in Latin America included in our list, 5 have differences of plus or minus 10 percent in their population estimates. In Puerto Rico's case, it is safe to assume that the Census Bureau estimate is best because it is based on the 1980 U.S. census.

Seven countries have only small differences in their estimates, including Brazil, the largest country in the region, along with Mexico and Colombia. Peru, Cuba, Ecuador, and Trinidad and Tobago also fall into this group. Again, agreement between the Census Bureau and the U.N. does not necessarily reflect accuracy, but only that the two bodies agree. The largest countries in Latin America — Brazil, Mexico, Argentina, and Colombia have reasonably accurate population estimates because each has had a recent, relatively complete census.

The U.N. estimates for the United States and Canada are not current because they were done before the 1980 censuses in each country. However, the updated estimates should be consistent with those from the U.S. Census Bureau.

Asia

The Asian region stretches from Japan to Turkey, from Mongolia to Indonesia, and includes some of the world's richest and poorest nations.

There is more consensus between the U.N. and Census Bureau population estimates for Asian countries than African and Latin American countries. Only 11 countries have estimate gaps of plus or minus 5 percent or more, while 15 have differences of less than 1 percent. Countries in the latter category include Japan, Singapore, Bangladesh, and India, again all countries that have had recent censuses, fertility surveys, and other types of population and household surveys.

While the population estimates for China differ by only 3 percent, 30 million people are involved.

Europe

Europe's statistical data are excellent and most countries took or plan a census in the 1980 round. In most cases, the differences between U.N. and Census Bureau estimates are less than plus or minus 1.5 percent.

Besides being accurate collectors of data and having reliable vital registration systems, most European countries are slow growing — and population estimates are more accurate for slow-growing countries than for fast-growing ones. Except for Malta and West Germany, the Census Bureau estimates are probably better than those from the U.N. because the countries have published results from censuses taken between 1975 and 1981.

Oceania/U.S.S.R.

The estimates for Australia's population are close, but those for New Zealand differ by 7 percent. Both countries took censuses in 1976 and 1981, so the Census Bureau's estimate is probably closer to the real population size.

The U.S.S.R., the world's third largest country, contains about 272 million people. Its most recent census was in 1979 and using that government's total population figure, the Census Bureau and U.N. differ by less than 1 percent. •

Mid-1983 Country Population Estimates, by Region

(in thousands)

Region/Country	*United Nations*	*Census Bureau*	*Percent* Difference*
AFRICA			
Eastern Africa			
Burundi	4,577	4,561	−0.3
Comoros	391	442	13.0
Ethiopia	33,765	31,305	−7.3
Kenya	18,612	18,580	−0.2
Madagascar	9,492	9,389	−1.1
Malawi	6,813	6,612	−3.0
Mauritius	1,008	1,002	−0.6
Mozambique	11,359	13,047	13.0
Reunion	548	535	−2.4
Rwanda	5,276	5,644	7.0
Somalia	5,301	6,248	17.9
Uganda	14,511	13,819	−4.8
Tanzania	19,736	20,524	4.0
Zambia	6,374	6,346	−0.4
Zimbabwe	8,209	8,376	2.0
Middle Africa			
Angola	7,651	7,567	−1.1
Central African Republic	2,465	2,512	1.9
Chad	4,743	4,990	5.2
Congo	1,665	1,694	1.7
Equatorial Guinea	390	268	−31.3
Gabon	572	921	61.0

*Census Bureau estimate minus U.N. estimate.

Cameroon	9,087	9,251	1.8
Zaire	30,821	31,250	1.4
Northern Africa			
Algeria	21,027	20,695	−1.6
Egypt	45,111	45,851	1.6
Libya	3,348	3,498	4.5
Morocco	22,383	22,889	2.3
Sudan	20,020	20,539	2.6
Tunisia	6,831	7,020	2.8
Southern Africa			
Botswana	886	1,001	10.6
Lesotho	1,444	1,438	−0.4
Namibia	1,102	1,078	−2.2
South Africa	31,914	30,938	3.2
Swaziland	609	632	3.8
Western Africa			
Benin	3,873	3,792	−2.1
Cape Verde	340	297	−13.4
Gambia	652	638	−2.1
Ghana	12,878	13,367	3.8
Guinea	5,429	5,430	0
Guinea-Bissau	605	827	36.7
Ivory Coast	8,846	8,890	0.5
Liberia	2,190	2,091	−4.5
Mali	7,547	7,393	−2.0
Mauritania	1,781	1,591	−10.7
Niger	5,819	6,083	4.5
Nigeria	85,215	85,219	0
Senegal	6,131	6,335	3.3
Sierra Leone	3,777	3,705	−1.9
Togo	2,876	2,823	−1.8
Upper Volta	7,483	6,569	−12.2
LATIN AMERICA			
Caribbean			
Barbados	271	251	−7.4
Cuba	9,903	9,858	−0.5
Dominican Republic	6,401	6,248	−2.4
Guadeloupe	332	312	−6.0
Haiti	6,258	5,690	−9.1
Jamaica	2,288	2,335	2.0
Martinique	326	303	−7.1
Puerto Rico	4,093	3,295	−19.5
Trinidad and Tobago	1,218	1,211	−0.6
Middle America			
Costa Rica	2,373	2,624	10.6
El Salvador	5,232	4,685	−10.5
Guatemala	7,932	7,714	−2.7
Honduras	4,093	4,276	4.5
Mexico	76,075	75,702	−0.5
Nicaragua	3,015	2,812	−6.7
Panama	2,028	2,058	1.5
Temperate South America			
Argentina	28,033	29,627	5.7
Chile	11,682	11,486	−1.7
Uruguay	2,988	2,916	−2.4
Tropical South America			
Bolivia	6,034	5,883	−2.5
Brazil	131,142	131,305	0.1
Colombia	27,515	27,663	0.5
Ecuador	8,809	8,811	0
Guyana	941	833	−11.5
Paraguay	3,472	3,526	1.6
Peru	19,161	19,161	0
Suriname	419	363	−16.5
Venezuela	17,257	17,993	4.3

NORTH AMERICA		
Canada 25,652	24,882	−3.0
U.S.A. 229,949	234,193	1.8
EUROPE		
Eastern Europe		
Bulgaria 9,153	8,944	−2.3
Czechoslovakia 15,591	15,420	−1.1
German Democratic Republic 16,867	16,724	−0.8
Hungary 10,840	10,691	−1.4
Poland 36,887	36,556	−0.9
Romania 22,813	22,649	−0.7
Northern Europe		
Denmark 5,148	5,115	−0.6
Finland 4,931	4,850	−1.6
Iceland 238	236	−0.8
Ireland 3,421	3,534	3.3
Norway 4,117	4,131	0.3
Sweden 8,281	8,331	0.6
United Kingdom 55,733	56,006	0.5
Southern Europe		
Albania 2,921	2,846	−2.6
Greece 9,498	9,898	4.2
Italy 57,477	56,345	−2.0
Malta 352	363	3.1
Portugal 10,055	10,008	−0.5
Spain 38,366	38,234	−0.3
Yugoslavia 22,861	22,826	−0.2
Western Europe		
Austria 7,460	7,574	1.5
Belgium 9,852	9,865	0.1
France 53,970	54,604	1.2
Federal Republic of Germany 60,395	61,543	1.9
Luxembourg 357	366	2.5
Netherlands 14,278	14,374	0.7
Switzerland 6,482	6,463	−0.3
OCEANIA		
Australia 15,003	15,265	1.7
New Zealand 3,380	3,142	−7.0
Papua New Guinea 3,422	3,259	−4.8
Fiji 662	672	1.5
Union of Soviet Socialist Republics 273,125	272,308	−0.3
ASIA		
East Asia		
China 1,033,699	1,059,802	2.5
Japan 118,865	119,205	0.3
Hong Kong 5,477	5,313	−3.0
Democratic People's Republic of Korea 19,185	19,185	0
Republic of Korea 40,445	41,366	2.3
Mongolia 1,812	1,809	−0.2
South Asia		
Burma 37,982	37,061	−2.4
Democratic Kampuchea 7,185	5,996	−16.5
Indonesia* 156,373	160,932	2.9
Lao People's Democratic Republic 3,994	3,647	−8.7
Malaysia 15,119	14,995	−0.8
Philippines 53,226	53,162	−0.1
Singapore 2,485	2,501	0.6
Thailand 50,284	50,731	0.9
Viet Nam 57,449	57,036	−0.7
Middle South Asia		
Afghanistan 17,194	14,177	−17.5
Bangladesh 95,898	96,539	0.7

Bhutan	1,386	1,386	0
India	725,456	730,572	0.7
Iran	41,808	42,490	1.6
Nepal	15,293	16,169	5.7
Pakistan	94,656	94,780	0.1
Sri Lanka	15,754	15,647	−0.7
Western South Asia			
Bahrain	340	393	15.6
Democratic Yemen (Aden, South)	2,010	2,086	3.8
Iraq	14,479	14,509	0.2
Jordan	3,617	3,420	−5.4
Kuwait	1,573	1,652	5.0
Lebanon	2,811	2,598	−7.6
Oman	978	978	0
Qatar	267	267	0
Saudi Arabia	10,055	10,443	3.9
Syrian Arab Republic	10,084	9,739	−3.4
United Arab Emirates	825	1,374	66.5
Yemen (Sana'a, North)	6,223	5,744	−7.7
Cyprus	630	653	3.7
Israel	4,219	3,960	−6.1
Turkey	48,692	49,155	1.0

*Includes E. Timor

Arab / *cont. from p. 12*

the economy, generating considerable alienation among disillusioned students who prefer to leave their country rather than accept those limited choices.

Ultimately, it is political alienation that seems to be a key factor when educated persons decide to emigrate. The intelligentsia in many Arab states continue to be viewed with suspicion by established authorities. Increasingly, however, ruling elites in the Arab world are starting to realize that in order for them to achieve desired goals of modernization, it is important to widen the scope of the existing socio-political framework. In 1978, according to UNESCO, 20 percent of all foreign students in 45 host countries and 10 percent of all foreign students in the United States were from Arab countries. This trend is on the upswing as the yearning for higher education increases. Many U.S. private secondary schools and colleges recognize the trend and send recruiters to the Arab countries hoping to fill the desks left by the decline of students in this country.

The question remains whether the Arab students educated in other countries will choose not to return to their home states or whether they can be offered positions, both financial and political, that will encourage them to return. In the end, it will be up to the individuals to decide whether they have a responsibility to return to their home country and help fulfill its development needs.

The following may be consulted for further information. The Immigration of Third World Professionals to Canada *by Don Devoretz and Dennis Maki,* World Development *(January 1983);* Brain Drain from the Arab World *by Malcolm Edisichia, 1969, Cairo, Egypt;* The Arab Brain Drain *by Antoine B. Zahlan, editor, 1981, London: Ithaca Press;* Population and Development in the Middle East, *1982, Beirut: UN Economic Commission for Western Asia;* International Migration in the Arab World — Proceedings of the ECWA Population Conference, *1982, Beirut: UN Economic Commission for Western Asia.* •

—Joseph A. Kechichian

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ATW / *cont. from p. 2*

in the Cotswold region, where the emphasis will be on services to the elderly in rural areas. For more information, contact Tanya L. Beshgetoor at The National Council on the Aging, 600 Maryland Ave., S.W., Washington, DC 20024; telephone (202) 479-1200.

Canadian Divorces

About 4 percent more Canadians were divorced in 1982 than in 1981, bringing the 1982 total to 70,400.

The divorce rate per 100,000 population for Canada as a whole was 285.9 in 1982, while the rate per 1,000,000 married women 15 years old and over was 1,164. Ten years ago, the respective rates were 148.4 and 649.9, with the total number of divorces recorded at 32,389.

Alberta had the highest rate of divorce among the provinces and Newfoundland the lowest.

The average age at the time of divorce for men was 37.7 years and for women, 35 years. Women initiated the divorce petition nearly twice as frequently as men. Eight of 10 dependent children were awarded to the custody of the mother. Half of the couples had been married 10 years or longer, and the average duration of the marriages was 12 years.

Detailed tabulations on divorce for 1982 will be published in Vital Statistics, Volume II, Marriages and Divorces (84-205).

Arab Brain Drain: Does Anyone Benefit?

According to statistics published in 1980 by the League of Arab States, over 150,000 educated Arabs, including 24,000 physicians, 17,000 engineers, 7,000 scientists, and 200 nuclear researchers are now immigrants in industrialized countries. The continual migration of these highly educated individuals has created what is generally known as Arab brain drain.

The United Nations estimates that the migration of trained personnel from countries in Asia, Africa, and Latin America to the developed world was 600,000 between 1961 and 1981. The Middle Eastern state that is most severely affected seems to be Egypt, which counted the departure of 25,000 of its specialists including 6,000 doctors between 1968 and 1980.

No one knows for sure the sociopolitical, demographic, and financial implications of this massive exodus because available data are scarce and usually unreliable.

The figures presented here illustrate the magnitude of the problem, but should be analyzed with caution. For example, in 1969, Malcolm Edisichia estimated that the brain drain from all Arab countries was between 5,000 and 7,000 people. Yet, according to another author, Alan Fechter, 5,798 scientists and engineers from the Arab world were admitted to the United States alone between 1966 and 1977. Other data suggest that in 1982 over 50 percent of Arab physicians, 23 percent of engineers, and 15 percent of scientists were working outside their country of citizenship

Brain drain is a problem faced not only by the Arab region, but also by the less developed countries in general. Arab brain drain should be distinguished from the migration of professionals between the labor-exporting Arab countries (Algeria, Egypt, Jordan, Lebanon, Sudan, Syria, and the Yemens) and labor-importing Arab countries (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates). The drain includes only the overflow of Arab manpower to the industrialized countries of Western Europe, North America, and Australia.

In most instances, the first type of migration is temporary, usually for the duration of a specific project. The second type, however, tends to be permanent and often involves changing citizenship. The distinction is important, particularly when the permanence of the emigration and the magnitude and the regularity of remittances of workers to their country of origin are assessed together.

In the case of intra-Arab migration, workers' remittances tend, on the average, to be higher and more frequent, whereas the permanent exodus to the West not only increases the material losses, estimated to be $12 billion in 1981 alone, but also illustrates the desire on the part of the migrants for higher wages.

Furthermore, the outflow of Arab talent occurs not only because of the lack of opportunities in the home countries. Today, the economic argument for brain drain is not as strong in the Arab world as it was in the 1960s. While some people are satisfied with the increased opportunities in the Middle East, others choose to emigrate for reasons ranging from political instability to social factors in their home states. This is especially evident in the Gulf states where the impact of the increasing migration of Asian workers into the region may endanger its stability and cohesion.

Some Arab states are beginning to offer incentives to discourage their intelligentsia from emigrating. Among the policies recently instituted in Iraq, Syria, Kuwait, Egypt, and Libya among others, are inducement programs that increase wages, offer social security benefits, and establish research facilities within existing scientific institutions. In addition, certain states have enacted legislation to reduce emigration and repatriate those who already serve in foreign countries by offering special allowances, free land and housing, transportation, and especially, a guaranteed position.

Despite such incentives, the net outflow of educated Arabs continues to rise. In 1980, for example, the Arab-British Chamber of Commerce on Arab Manpower estimated that there were in the United Kingdom about 600 Arab academics and scientists, 1,800 journalists, 6,400 physicians, and 45,000 people with university qualifications working in financial services.

In another case, the Beirut-based magazine *al-Usbu al-Arabi*, reported that Lebanon experienced a massive exodus of its skilled manpower not only to fill temporary positions in the Arab Gulf, but also to permanently settle in Europe, North America, and Australia. The magazine conservatively estimated the 1979 emigration to be around 55,000.

Finally, while it is generally assumed that brain drain in the Arab world benefits the states of the Arabian Peninsula, *Kuwait Times* reported in 1982 that the period 1971-1977 (at the height of the oil boom) witnessed the emigration of 529 professionals from Kuwait, 422 from Saudi Arabia, 49 from Bahrain, 37 from United Arab Emirates and 20 from Qatar.

According to Antoine Zahlan, perhaps the foremost authority on the question of Arab brain drain, a novel approach to the problem is required if there is any possibility of altering the present emigration of skilled Arabs. In some cases, "modern enclaves" have been created within which the beneficiaries of economic development can pursue a modern lifestyle. Yet, because they cannot absorb all well-educated Arabs, these "enclaves" may actually encourage emigration, because they show people what it would be like if they were living elsewhere. This is further exacerbated when higher education in the Arab world appears to cater to the needs of the modern enclave at the expense of the traditional sector of

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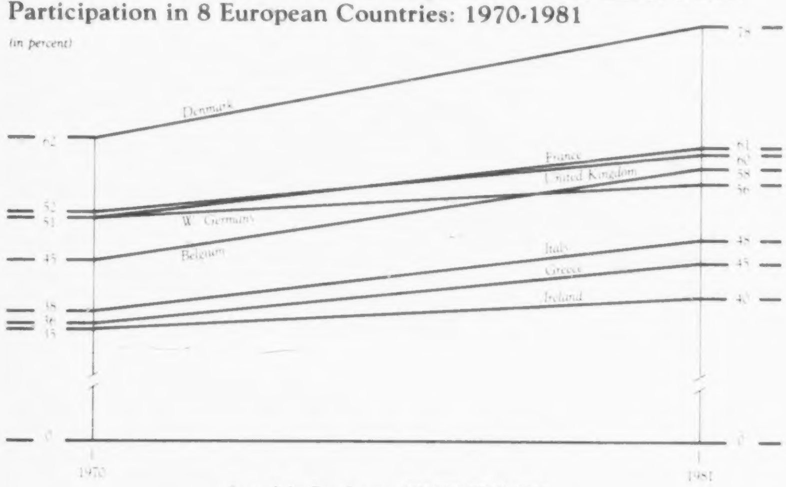
INTERNATIONAL DEMOGRAPHICS

Ratio of Female Labor Force Participation to Male Labor Force Participation in 8 European Countries: 1970-1981

(in percent)



Source: Labor Force Statistics: 1970-1981 OECD (1983)

In Europe, the Sexes Work Alike

In less than a decade the narrowing of the gap between the employment activity rates of men and women in Europe has been spectacular.

A recent issue of the quarterly *Eurostat News*, a publication of the Statistical Office of the European Communities, reports that the employment activity rate of European women between the ages of 30 and 50 increased from just over 40 percent in 1973 to more than 50 percent in 1981. In the 1970s women tended to withdraw from the job market when they had young children and started working again around age 35, but that trend has disappeared.

"This change in the behavior of women in relation to the labor market becomes even more impressive if the results are analyzed on a cohort basis," *Eurostat News* reports. "If women who were aged between 25 and 29 in 1973 had maintained the same pattern of behavior toward work between 1973 and 1981, their activity rate in 1981 (at which time they would have been between ages 33 and 37) would have remained at 46 percent as it was in 1973.

"If they had had the same pattern of behavior as existed in 1973 their activity rate would have gone down to 41 percent in 1981. Yet, their activity rate has actually increased from 46 percent to 52 percent. And this phenomenon applies to every age group without exception."

The working behavior of young women in the labor market is now almost comparable with that of young men.

There are differences in the individual member states of the European community, however. The gap between men's and women's labor market behavior has narrowed particularly rapidly in Denmark where there is a high proportion of part-time work. The narrowing of the gap has been fairly slow in West Germany, the United Kingdom, and Ireland.

It seems likely, according to *Eurostat*, that 30 years from now there will be an additional 20 million women in the labor market in Europe.

One place where the impact of women in the labor force is showing up most clearly is in services jobs which have increased in Europe by about 50 percent from 41 million in 1960 to 62 million in 1982. The rea-

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sons are clear. In 1981, the services sector employed almost as many women as men — about 46 percent and about 15 percent of jobs in the services sector are part-time compared with only 5 percent in industry.

"These two characteristics are closely correlated," *Eurostat News* observes. "Women have a virtual monopoly over part-time work. (In 1981, 85 percent of the part-time jobs were held by women.) This is all the more remarkable when one considers that the percentage of men working part-time is still minimal; only 4 percent in the services sector and a mere 1 percent in industry."

Around the World

Services Grow In Japan

Services are taking a larger bite of the household budget in Japan, according to results of the 1982 Household Budget surveys conducted by the Prime Minister's Office.

Expenditures for education rose 4.2 percent since 1981, for culture and amusement, 4.3 percent, and for insurance and medical services, 2.4 percent.

Increases in Japanese income and leisure time have spurred growth of the service industry in both consumer-related and business-related services.

For more information, see *Focus Japan*, August 1983, Japan Trade Center offices, 1221 Avenue of the Americas, New York, NY 10017.

West German Census Is On

The West German Constitutional Court upheld the proposed 1983 census on December 15 in a landmark decision that interprets the Basic Law as guaranteeing the individual the "right to self-determination regarding personal information."

The census was to have been taken in April, but citizen groups objected that it constituted a total inventory of personal data. On April 13, 1983, just before the census date, the high court issued a temporary injunction against the census. Justices heard hundreds of citizen appeals charging that the census law violated the individuals right to privacy.

The December ruling allows the census to be carried out, but requires that the law first be amended to provide protection against the unlimited collection, storage, use and transfer of personal data. The date for the restored census has not yet been set.

Report on Japanese Teens

Interviews have already begun for a new report by Marplan on Japan's 14 million teenagers — the group between the ages of 12 and 19 who were born between 1964 and 1971 and brought up mainly in the 1970s.

Marplan Japan will interview 75 teenagers in depth, and conduct face-to-face interviews with an additional 1,000 teenagers selected from public and private middle schools and high schools, junior colleges, universities, and from among teenagers who are employed. The interviews will be conducted in Tokyo, Mitaka, Musashino, Yokohama, and Kawasaki.

Topics to be covered include their daily lives and the effect of relative affluence on their lifestyles, their relationships with parents, other adults, siblings, the potential schism between old and new values, hopes and expectations among others.

This report is the first of a series of special focus studies which will also include The New Singles, The New Older Women, The New Marrieds, and The New Rich. The project is being supervised by Marplan's managing director, Robert J. Wilk and managed by Dr. Jeanne Binstock, special projects director who was formerly director of research for The Trend Report.

Special client questions can be included in the project. The report will be issued this spring, available by subscription. For more information, contact Wilk or Binstock at Marplan Japan, 3rd Floor, Jichiro Kaikan, 1-Rokuban-cho, Chiyoda-ku, Tokyo 102, Japan; telephone 265-5411.

New Representative In Latin America

Tomas Frejka has been named The Population Council's senior representative for Latin America and the Caribbean. Frejka will be responsible for the Council's program in the area of population and development, family planning program design and evaluation, contraceptive introduction, and child health and mortality.

New Catalog Available

The UCLA Latin American Center has a new publications catalog with listings and ordering information for statistical books the Center has published. To obtain a copy, write to UCLA Latin American Center, University of California, 405 Hilgard Avenue, Los Angeles, CA 90024; telephone (213) 825-6634.

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The World's Largest Metro Areas

If you put all the people who live in cities of one million or more population together, they would make up the population of three United States or a dozen United Kingdoms. Even so, only about 15 percent of the world's population lives in the 247 metropolitan areas of a million or more people. Their total population is about 713 million.

According to the annual list of metropolitan areas compiled by Rand McNally, the largest is Tokyo-Yokohama in Japan, with more than 27 million people in 1984. In second place is New York, with a metro population just under 17 million people. Close on its heels are Mexico City (16.7 million and growing much faster than New York) and Japan's second largest metropolis, Osaka-Kobe-Kyoto (16.3 million people). The Osaka metro area was the world's third largest until overtaken by Mexico City in 1983. At current growth rates Mexico City will pass New York during 1984, but would not surpass Tokyo-Yokohama as the world's largest metropolis until 2003.

Huge metropolitan populations are a recent phenomenon. No one knows for certain whether any city reached a million people before modern times, although such is claimed for Imperial Rome and for some Asian cities. The first modern western center to reach one million was London, just after 1800. Tokyo and Peking may well have been larger than London at that time. But as late as 1870, barely a century ago, there were only seven places in the whole world with more than a million people. Those seven included 1 percent of the total population of the world. By 1900, there were 20 places with more than a million residents. A decade ago, in 1974, there were 185 such places, with a total population of 523 million, about 13.6 percent of the world total. In just the last 10 years, 62 additional world metros have passed the 1 million mark.

Definition

Rand McNally strives for comparability in its list of metro areas. Each includes at least one central city plus the continuously built-up area around the city. In addition the metro area includes other communities if the bulk of their population is supported by commuting to the central city and the adjacent built-up area. In practice, territory is included if it has at least 15 percent of its population commuting to the core area, except if it is relatively sparsely settled or more than 35 percent of its workers engage in agriculture. This definition includes suburbs and satellite centers even if separated from the main city by some not yet urbanized land.

The concept is generally the same as that used to define metropolitan statistical areas (MSAs) in New England. Like the New England MSAs, the Rand McNally metro areas are defined in terms of minor civil divisions, not whole counties. For some countries, officially defined metropolitan areas correspond closely enough to Rand McNally's concept to be adopted directly.

Rand McNally reviews the definition of each area as new census results become available. Once defined, annually. The areas over 5 million are estimated as closely as possible are estimated as closely as possible each year (see table). The remaining metro areas are assigned to one of four broad categories: 3 to 5 million; 2 to 3 million; 1.5 to 2 million; and 1 to 1.5 million.

Many reference books contain lists of the world's largest urban or metropolitan centers, but Rand McNally's appears to be the one that offers the greatest comparability. In some others the sources, definitions,

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Metropolitan Areas of Five Million or More, 1984

(thousands)

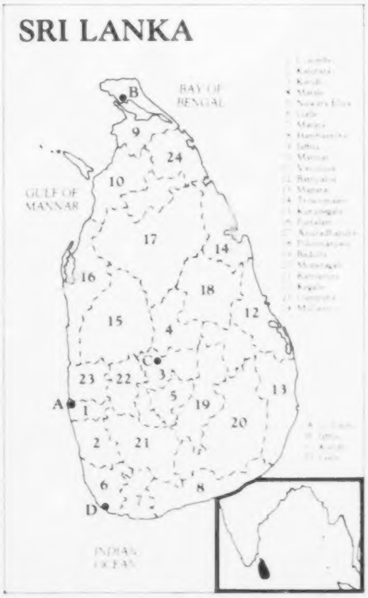
*Central city only, excluding areas administered by the city government.
NOTE: This table is copyright by Rand McNally & Company. It may be cited or reproduced provided credit is given.

Rank 1984		*Estimated Population Metropolitan Area*	*Largest Central City*	*Annual Percent Change*
1	Tokyo-Yokohama, Japan	27,100	8,300*	1.0
2	New York, U.S.	16,750	6,900	0.2
3	Mexico City, Mexico	16,700	10,000	3.6
4	Osaka-Kobe-Kyoto, Japan	16,300	2,600	0.6
5	Sao Paulo, Brazil	14,200	9,200	3.6
6	Seoul, South Korea	12,800	9,400	4.1
7	Moscow, U.S.S.R.	12,550	8,300*	1.2
8	Calcutta, India	11,800	3,300	1.7
9	Buenos Aires, Argentina	11,200	2,900	1.4
10	London, United Kingdom	11,000	6,700	−0.1
11	Bombay, India	10,900	9,000	2.8
12	Los Angeles, U.S.	10,400	3,000	1.5
13	Cairo, Egypt	9,900	5,800	2.6
14	Rio de Janeiro, Brazil	9,650	5,350	2.1
15	Paris, France	9,500	2,150	0.3
16	Shanghai, China	9,200	6,500*	1.8
17	Delhi-New Delhi, India	8,100	5,300	3.8
18	Chicago, U.S.	7,850	2,900	0.2
19	Manila, Philippines	7,650	1,650	3.5
20	Jakarta, Indonesia	7,500	7,250	3.4
21	Beijing, China	6,400	5,800*	2.2
22	Tehran, Iran	6,100	5,850	3.0
23	Bangkok, Thailand	5,800	3,100	2.8
24	Karachi, Pakistan	5,700	5,300	3.6
25	Leningrad, U.S.S.R.	5,600	4,300*	1.0
26	Taipei, Taiwan	5,450	2,350	3.4
27	Istanbul, Turkey	5,400	3,050	3.8
28	Philadelphia, U.S.	5,100	1,600	−0.3
29	Essen (Ruhr Area), West Germany	5,050	650	−0.5
30	Bogota, Colombia	5,000	4,900	5.3
	TOTAL, 30 metropolitan areas	296,650	153,400	2.0

The Kingdom of Sri Lanka

Sri Lanka's economy is in transition between socialist and free-market policies, and the shift may result in confusion for outside investors. After gaining independence from Great Britain in 1948 (when the country was called Ceylon), Sri Lanka promoted social welfare by building schools and clinics and subsidizing food; every citizen was entitled to free weekly rations of rice. Manufacturing and industry were nationalized and imports were stopped to protect local business against foreign competition.

The United National Party elected in 1977 has been shifting the economy to a free-enterprise system, however, and the results are beginning to show. Foreign investment is encouraged through a free-trade zone and tax holidays modeled after Singapore's trade policies. Price controls and import barriers have been lifted and greater incentives offered to private entrepreneurs. As a result, real GNP growth has averaged 6 percent since 1977, and foreign trade expanded fivefold between 1976 and 1980. The United States estimates that Sri Lanka's economy will grow by 15 percent in 1983 and by 17 percent in 1984.



But the open economy has created a new set of problems. Inflation has fluctuated between 20 and 40 percent; government is spending twice its earnings; and imports are twice the value of exports. The World Bank lists Sri Lanka as the 18th poorest country in the world, yet hopeful indicators such as a high literacy rate and low infant mortality make investors confident of the country's commitment to economic development. Western donors gave Sri Lanka over $800 million in grants and low-interest loans in 1982, up from $134 million in 1976. The Reagan administration is providing $100 million in aid in the hope that a success in Sri Lanka will be copied by other developing countries.

Population Growth

The 1981 census recorded 14.8 million persons, up from 12.7 million in 1971. The population grew by 17 percent during the decade between censuses, and its average annual rate of growth is currently 2.2 percent. The Population Reference Bureau estimates a 1983 population of 15.6 million.

The Sri Lanka census is a "de facto" count, meaning individuals are counted where they were between 6 P.M. and midnight on the night of March 17, 1981, regardless of their usual place of residence. The U.S. census, by contrast, counts persons according to their usual place of residence.

The crude birth rate of 28 births per 1,000 population is the lowest of nine Middle South Asian countries and is slightly below the average of 30 births per 1,000 population for Asia as a whole. Its crude death rate of 6 deaths per 1,000 population is considerably below the Middle South Asian average of 15 and the Asian average of 11 deaths per 1,000 population. Part of the reason for Sri Lanka's low death rate is its extremely low infant mortality rate. In a region of the world where an average of 90 to 100 babies of every 1,000 born, die before their first birthday, Sri Lanka's infant mortality rate is only 37 deaths per 1,000 live births.

If the country continues its current rate of growth and minimal level of immigration, the population will double in 32 years. This is about the same doubling time as its northern neighbor India, but the current population is so small that the consequences of rapid growth are not yet as severe as in India. *International Demographics* projects a population of 21 million Sri Lankans by the year 2000.

Regions and Cities

Sri Lanka is divided into 24 administrative districts. They range in size from 77,500 persons in the northeastern district of Mullaitivu to almost 1.7 million in the southwestern district of Colombo, location of the capital city of Colombo. In fact, with a population of 1.3 million, the capital city accounts for three-quarters of the population of the district. Other major cities are Jaffna (271,000), Kandy (147,000), and Galle (168,000).

In a country the size of West Virginia (66,000 square kilometers), population density is about 226 persons per square kilometer. Density is highest in the district of Colombo (1,000 to 3,000 persons per square kilometer) and the neighboring coastal districts of Gampaha and Kalutara (500 to 1,000 persons per square kilometer). The central district of Kandy and the southern coastal district of Matara are in this density range as well, while all other districts average fewer than 500 persons per square kilometer.

Four districts have a million or more persons each: Colombo (1.7 million); Kandy (1.1 million); Kurunegala (1.2 million); and Gampaha (1.4 million). Together these districts account for about one-third of Sri Lanka's population. Districts with the highest annual average rate of growth between 1971 and 1981 (i.e. of 5 percent a year or more) were Vavuniya, Mullaitivu, and Anuradhapura. The only district which actually lost population (by −0.3 percent per year) was Nuwara Eliya.

All municipal, urban, and town council areas make up the urban sector of Sri Lanka. All other areas, including estates (tea, rubber, and coconut plantations left over from colonial rule) are classified as rural. The Estate Sector consists of all estates of 20 or more acres with 10 or more resident laborers. Only 22 percent of the population is classified as urban, while 72 percent are rural and 6 percent live on estates. The most highly urbanized district is of course, Colombo (74 percent), while the least urbanized is Moneragala (2 percent). The district with the highest proportion of the population living on estates (60 percent) is Nuwara Eliya.

Ethnicity and Religion

The major ethnic groups in Sri Lanka are the Sinhala, Sri Lanka Tamil, Indian Tamil, Sri Lanka Moor, Burgher, and Malays. Persons not belonging to one of these six groups are classified as "other." Classification by ethnic group relates to racial or ethnic affiliation, and Tamils of Indian origin are recorded as Indian Tamil even though they or their parents may have acquired Sri Lanka citizenship by registration.

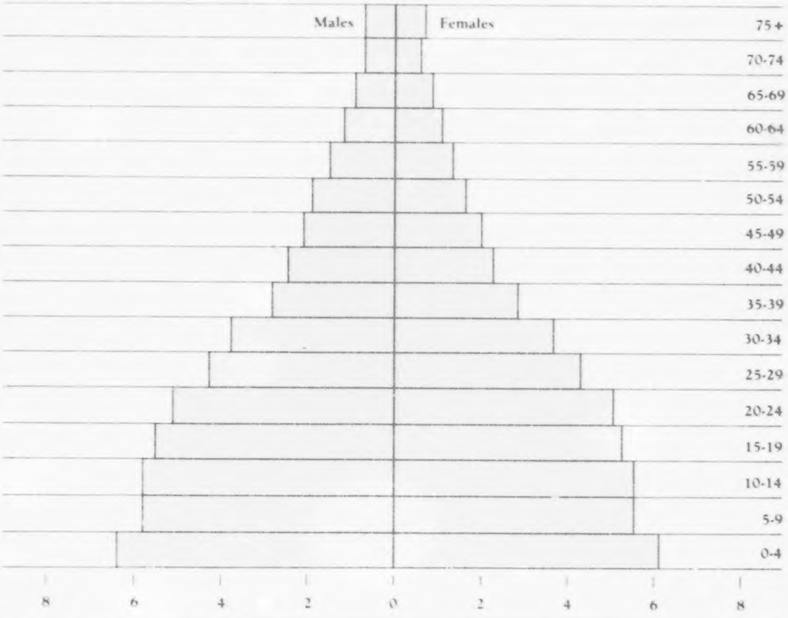
The largest ethnic group in 1981 was Sinhalese, which accounted for 74 percent of the population (up from 72 percent in 1971). Sri Lanka Tamil composed 13 percent of the population in 1981, an increase from 11 percent in 1971. Indian Tamil were 6 percent of the population, from 9 percent a decade earlier, while Sri Lanka Moor were about 7 percent of the population at both dates. All other groups were less than 1 percent of the population in 1981.

In addition to ethnicity, the Sri Lankan census collects information on religious affiliation. According to the 1981 census, 70 percent of all Sri Lankans are Buddhists, a slight increase over the 67 percent recorded in 1971. Another 16 percent are Hindu; 8 percent are Muslim; 7 percent are Roman Catholic; and less than 1 percent profess other faiths. The share of the Hindu population has declined slightly since 1971, when it was 18 percent, while Muslims and Roman Catholics remained proportionately the same. Christians other than Roman Catholics numbered about 100,000 in 1981.

Buddhism emphasizes respect for all forms of life, and Sri Lanka has established 50 wildlife refuges protecting 85 species of mammals and 425 species of birds. Special reverence is held for the elephant, the only animal deemed worthy of carrying a

Population of Sri Lanka by Age and Sex: 1981*

(in percent)



Age	*Total*	*Male*	*Female*
All Ages	14,848,000	7,568,000	7,280,000
0-4	1,857,000	949,000	908,000
5-9	1,689,000	856,000	832,000
10-14	1,690,000	864,000	826,000
15-19	1,608,000	815,000	792,000
20-24	1,510,000	753,000	756,000
25-29	1,273,000	638,000	636,000
30-34	1,123,000	570,000	553,000
35-39	839,000	423,000	416,000
40-44	698,000	361,000	338,000
45-49	610,000	309,000	301,000
50-54	543,000	284,000	258,000
55-59	422,000	222,000	201,000
60-64	342,000	184,000	158,000
65-69	256,000	134,000	122,000
70-74	181,000	98,000	83,000
75+	208,000	107,000	100,000

**Numbers may not add to total because of rounding*

Source: *Sri Lanka Department of Census and Statistics,* Preliminary Release No. 1

casket containing sacred relics of the Lord Buddha. The biggest threat to the elephant population now is the Mahaweli River Dam Project. While the scheme will provide thousands of jobs and double hydroelectric power on the island, it will also destroy the forests now inhabited by elephants. Sri Lanka's Department of Wildlife Conservation is trying to relocate these animals and other endangered species to a network of national parks.

Age Distribution

Sri Lanka is younger than the U.S. population. In 1981, 35 percent of Sri Lankans were under age 15 versus 23 percent of Americans. A falling birth rate is reflected in a slight decline in the proportion of the population under 15, which was 39 percent in 1971. Just over 4 percent of the population was aged 65 and over in both 1971 and 1981.

Because of a decline in the young population, the dependency ratio had declined from 76 in 1971 to 66 in 1981. This means that of every 100 persons in the productive age category 15 to 64, there are now 10 fewer dependents than a decade ago.

The median age of the population was 21.4 in 1981, a rise of 1.7 years over the 1971 median age of 19.7. Median age in the U.S. in 1980 was 30 years. Life expectancy is 65 for men and 68 for women, above the Asian average of 60 and far higher than the South Asian average of 50.

Households and Families

There were 2.7 million households in Sri Lanka in 1981, with an average size of 5.4 persons per household. Seventy percent of all households were extended beyond the nuclear family with a relative other than spouse or children, and 14 percent of households contained a nonrelative. Five percent of all households reported a visitor on the night the census was taken. Approximately 17 percent of Sri Lankan households were headed by women in 1981, half of whom were widowed.

Urban households numbered 504,000, or 18 percent of the country's total. Approximately 2.2 million households were classified as rural, or 82 percent of the total. Urban households were more likely to contain another relative than rural households. For example, among 504,000 household heads recorded for urban areas, there were 538,000 relatives of heads living in households. In rural areas, only 64 percent of households contained relatives other than the spouse or children. This situation may reflect greater crowding in urban areas.

There are two recognized forms of marriage in Sri Lanka: registered and customary. A person whose marriage is legally registered is classified as married (registered), while one who claims marriage according to custom or repute but whose marriage is not registered is classified as married (customary). In 1981, 8 percent of persons aged 40 to 44 were living in customary marriages and 79 percent were in registered marriages. Only 7 percent remained unmarried by age 40.

Customary marriages are more common in rural than urban areas. Among those aged 40 to 44 in 1981, 5 percent of urban dwellers and 9 percent of rural dwellers were in a customary marriage. The prevalence of customary marriages has declined since 1971, when 19 percent of all married women were in customary marriages; the proportion is now 11 percent.

As in the U.S., Sri Lankan women now delay marriage until later ages. Among women aged 25 to 29, the proportion never married rose from 25 to 30 percent between 1971 and 1981. For those aged 30 to 34, the proportion single increased from 11 to 16 percent. Over 80 percent of all women are married by age 35.

The average age at first marriage increased from 23.5 years in 1971 to 24.4 years in 1981 for women, while it decreased slightly from 28.0 to 27.9 for men during the same period. Brides and grooms in Sri Lanka are thus older than their American counterparts, where the average age at first marriage was 22 for women and 25 for men in 1981.

The rising age at marriage has contributed to Sri Lanka's lowered

Population of Sri Lanka by District: 1981

District	*Number*	*% of Total*	*Average Annual Rate of growth 1971-1981*	*Sex Ratio (Males per 100 Females)*
Sri Lanka	14,850,001	100.0	1.7	103
Colombo	1,698,322	11.4	1.3	111
Gampaha	1,389,490	9.4	1.8	101
Kalutara	827,189	5.6	1.4	98
Kandy	1,126,296	7.6	0.3	99
Matale	357,441	2.4	1.4	102
Nuwara Eliya	522,219	3.5	−0.3	100
Galle	814,579	5.5	1.1	94
Matara	644,231	4.3	1.0	94
Hambantota	424,102	2.9	2.4	104
Jaffna	831,112	5.6	1.9	98
Mannar	106,940	0.7	3.9	114
Vavuniya	95,904	0.6	5.1	114
Mullaitivu	77,512	0.5	6.3	123
Batticaloa	330,899	2.2	2.7	102
Amparai	388,786	2.6	3.8	109
Trincomalee	256,790	1.7	3.3	115
Kurunegala	1,212,755	8.2	1.8	103
Puttalam	493,344	3.3	2.9	102
Anuradhapura	587,822	4.0	4.5	113
Polonnaruwa	262,753	1.8	5.1	130
Badulla	642,893	4.3	0.5	102
Moneragala	279,743	1.9	4.0	117
Ratnapura	796,468	5.4	1.8	106
Kegalle	682,411	4.6	0.6	98

Source: Sri Lanka Department of Census and Statistics, Preliminary Release No. 1

birth rate. Changing social and economic conditions have reduced the birth rate from 38 per 1,000 population in the 1950s to its current rate of 28 per 1,000 population. The average number of children per woman has declined from 5.7 in the 1950s to a current rate of 3.6.

Housing

There were 2.8 million occupied housing units counted in 1981, up 27 percent from 1971. Housing units increased 10 percent more than population during the decade.

In Sri Lanka there are three types of housing — permanent, semi-permanent, and improvised. Permanent units are made of durable materials such as cement, brick or tile. Improvised units are made of non-durable material such as palm leaves. Semi-permanent units are a mixture of the two.

Under the Sri Lankan definition, a housing unit is a place that has its own entrance. Shanties and sheds are counted as housing units.

The average number of people per unit was 5.2 in 1981. The average unit had 2.5 rooms.

In the country as a whole, 42 percent of the homes were permanent, 52 percent semi-permanent, and 6 percent improvised. In urban areas, 68 percent were permanent, compared with only 38 percent in rural areas.

In 1981, 17 percent of the units had piped in water, but in urban areas, 46 percent of units had piped water. Seventy-three percent of units took their water from wells.

Electric lighting is used in 15 percent of homes, up from 9 percent in 1971. Eighty-two percent of units use kerosene for lighting and firewood is the dominant cooking fuel — used in 94 percent of all units.

Sixty-nine percent of homes are owner-occupied — 57 percent in urban areas and 80 percent in rural areas.

Education

Literacy is defined as the ability to read and write at least one language. Sinhala is the official language, Tamil is a national language, and English is widely spoken in cities due to the British influence. Sri Lanka has one of Asia's highest literacy rates, with 86 percent of the population literate in at least one language in 1981. This is an increase over the 78 percent literacy rate in 1971.

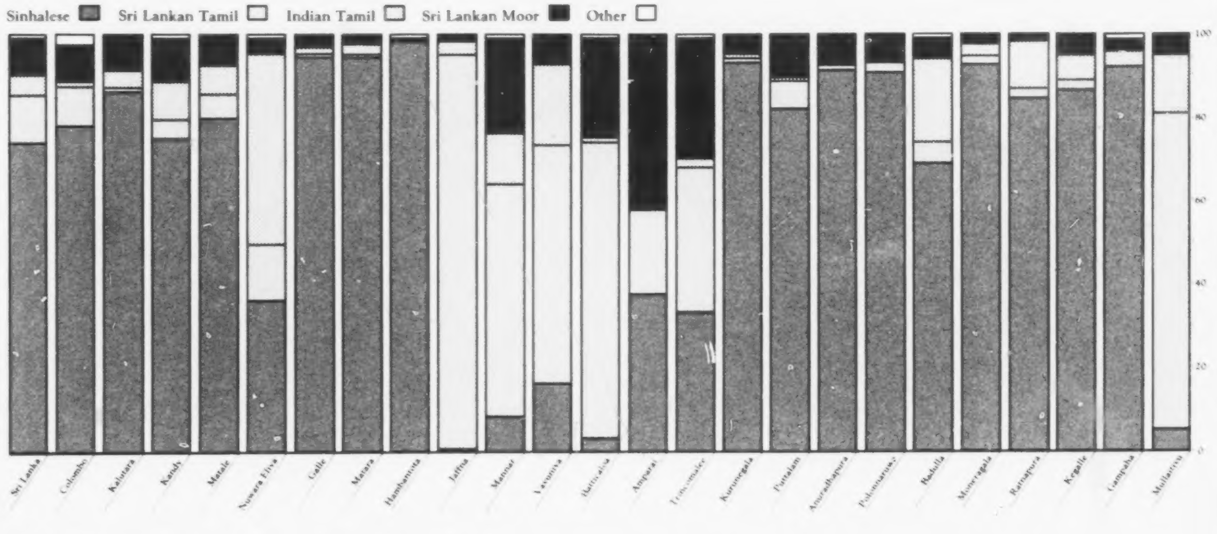
Males have a higher literacy rate than females at every age, with the average for males being 90 percent and that for females 82 percent in 1981. Urban areas have higher proportions of literate population (93 percent) than rural areas (84 percent). Literacy rose by about 10 percentage points for women in the last decade and about 5 percentage points for men, while it rose 7 to 8 percent in both urban and rural areas.

Districts with literacy rates of 90 percent or more include Gampaha, Colombo, and Jaffna. Batticaloa had the lowest literacy rate of 66 percent in 1981, a position it held in 1971 with a rate of 57 percent. Burghers are the ethnic group with the

Ethnic Origins of the Sri Lankan Republic by District: 1981

The ethnic mix in Sri Lanka is partially responsible for political instability in that country. Firms that wish to staff a manufacturing plant must be aware of the ethnic mix within the province where the plant is located in order to represent all groups proportionately, and give authority to members of the appropriate ethnic groups.

Ethnic Origins of the Sri Lankan Population



Source: Sri Lanka Department of Census and Statistics, Preliminary Release No. 1

highest literacy (97 percent), followed by Malays (91 percent); Sinhalese (88 percent); Sri Lanka Tamils (87 percent); Sri Lanka Moors (79 percent); and Indian Tamils (67 percent).

The proportion of the population aged 10 and over that is literate in English is 12 percent. There is wide variation among ethnic groups, however. Three-quarters of Burghers are literate in English, and 44 percent of Malays. Indian Tamils are least likely to know English (5 percent). Among groups with literacy in multiple languages, Malays are most likely to know Sinhala, Tamil, and English (19 percent versus 1 to 9 percent among other ethnic groups). Only 2 percent of the population aged 10 and over is literate in all three languages.

The proportion of children attending school has increased significantly since 1971. Schooling is compulsory until age 12 and is free through the university level. The minimum age for admission was lowered from six years in 1971 to five years in 1981. Among children aged five to nine, attendance rose from 61 percent in 1971 to 84 percent in 1981. For those aged 10 to 14, the increase was from 70 to 82 percent, and for those aged 15 to 19, the increase was from 34 to 42 percent. Attendance rates are similar for girls and boys.

Educational attainment has also improved. The proportion of persons completing primary school (through grade five) rose from 51 to 68 percent among males and from 42 to 62 percent among females between 1971 and 1981. Those without a primary education declined from 27 to 14 percent for males and from 23 to 11 percent for females. Those with a higher degree are still a minority: only 9 percent of both men and women had completed more than a primary school education in 1981, a slight increase from 5 to 6 percent in 1971.

Labor Force and Income

There are about 5.6 million persons in Sri Lanka's labor force, or 62 percent of all those aged 15 to 64. Agriculture employs 46 percent of all workers, industry and commerce another 29 percent, and services 19 percent; the "other" category accounted for 6 percent of all workers in 1983. Unemployment was reduced from 24 to 15 percent between 1977 and 1983.

Nearly 2 million Sri Lankan workers are members of organized labor unions, although membership is fragmented among more than 1,500 unions. Three large unions of agricultural workers from the tea, rubber, and coconut estates account for nearly one-third of all organized workers. White-collar employees are more likely to be unionized than in the U.S., particularly those who work in government. Most of the unorganized labor force are small farmers.

Sri Lanka's constitution of 1978 made travel the right of every citizen, and by 1981 an estimated 70,000 Sri Lankans were working in the Middle East and sending home more than $200 million in foreign exchange. Although many of those emigrating are unskilled, the country has also lost many professionals in a "brain drain." The government refuses to discourage these emigrants, but is trying to recover its losses by expanding training programs for the young and literate labor force. Government development programs have created a demand for diverse occupations, like skilled construction workers and English stenographers, which exceeds the current supply.

Per capita income in 1981 was $302, above average for Middle South Asia but far below overall Asian standards. One estimate is

Structure of the Economically Active Population, Sri Lanka: 1981

	Total	*Professional, technical*	*Admin., Managerial*	*Clerical*	*Sales*	*Service*	*Agriculture, hunting, fishing*	*Production, transportation*
Agriculture, hunting, forestry & fishing	2,293,337	6,801	—	14,301	4,403	25,858	2,173,446	68,528
Mining & quarrying	63,442	—	—	630	649	—	—	62,163
Manufacturing	572,047	5,077	7,677	28,350	19,590	11,786	7,705	491,862
Electr., gas & water	19,178	619	—	1,078	594	—	—	16,348
Construction	216,100	6,063	1,686	12,698	509	7,247	—	187,155
Wholesale/retail trade restaurants & hotels	485,797	1,658	4,445	22,565	357,514	57,250	1,921	40,444
Transport, storage & communication	202,365	4,425	1,608	69,739	539	12,571	1,990	110,975
Financing, insur., real estate & business serv.	52,640	5,708	2,266	29,454	6,733	3,361	—	5,118
Community, social & personal services	644,627	238,853	7,140	94,748	4,773	143,778	4,282	138,111
Not adequately defined	301,925	—	539	567	649	3,557	1,896	294,717
Unemployed	863,528	—	—	—	—	—	—	—
Total	5,714,986	269,204	25,361	274,130	395,953	265,408	2,191,240	1,415,421

Source: 1982 Yearbook of Labor Statistics, *International Labor Organization* that one-half of all families in Sri Lanka have incomes less than $15 per month. Daily wages in 1981 averaged Rs30 ($1.70) for skilled workers; Rs22 ($1.20) for semi-skilled workers; and Rs17 (less than $1.00) for unskilled workers. Estimates are that these low rates will not last long as the demand for workers increases. For now, however, the country's competitive wage rates are one of Sri Lanka's biggest selling points to foreign investors.

Communications

Newspapers are widely read by Sri Lankans. There are four English dailies and a number of weeklies and dailies in Sinhalese and Tamil. The government owns most of the newspapers. International newspapers such as the *Asian Wall Street Journal* and the *International Herald Tribune* circulate within the city of Colombo.

Radio and television also are primarily government-controlled. Television is a relatively new phenomenon in Sri Lanka. The Independent Television Network began broadcasting in 1978 and covers only Colombo. The other network, Rupavahini, began service in 1982 and is nationwide. Local radio shows are broadcast in English, Sinhalese, and Tamil. Radio service operates 18 hours per day, while television is available only in the evenings.

Sources of Information

Preliminary results from the 1981 census are available from the Department of Census and Statistics, Ministry of Planning Implementation, P.O. Box 563, Colombo 7, Sri Lanka. These volumes are published with English translations.

Preliminary Release No. 1 (33 pages) summarizes data on sex, age, ethnicity, and religion for the country as a whole and for districts and urban/rural areas. *Preliminary Release No. 2* (56 pages) contains population tables based on a 10 percent sample weighted to represent the total population. Topics include marital status, literacy, and educational attainment by sex, district, and urban/rural status. A special report titled "Statistics on Physically Disabled Persons" (73 pages) summarizes type of disability by sex and urban/rural residence.

Else Skjonsberg, a Norwegian sociologist, has published a 143-page book titled *A Special Caste? Tamil Women of Sri Lanka* (Zed Press, London, 1982). It reports the special interaction of sex and caste in determining life chances in a small rural village. The project was funded by the Norwegian Agency for International Development in the early 1970s. The American distributor of the book is Lawrence Hill and Co., 520 Riverside Avenue, Westport, CT 06880. The price is $9.95 in paper.

The Hong Kong and Shanghai Banking Corporation published a *Business Profile of Sri Lanka* in June 1981. The 28-page booklet provides information needed by foreigners doing business in Sri Lanka. It can be ordered from 1 Queen's Road Central, Hong Kong; telephone: 5-267-7111. •

—Daphne Spain

Publications

Population Mobility and Wealth Transfers in Indonesia and Other Third World Societies by Graeme J. Hugo, 1983, Honolulu, Hawaii: East-West Population Institute, 50 pp., $12, 8 times a year. Order from East-West Population Institute, East-West Center, 1777 East-West Road, Honolulu, HI 96848.

This paper, part of the subscription series of the East-West Population Institute, examines the role of remittances in redistributing income. The paper emphasizes not the people who move but rather the "links they establish and maintain with the families whom they leave behind," and how those links affect income distribution.

Focusing on Indonesia, Hugo shows that there are differences in the amount of remittances between migrants who move permanently to the city and those who move temporarily as a means of gaining more income, but always retain their links to the original village.

A two-page chart provides a handy typology of rural-to-urban population mobility as it occurs in the Third World. For example, "seasonal or shuttle migrants" search for work to augment their meager agricultural income. According to the chart, they have little financial or social investment in the city, sleep in group-rented rooms or employer-provided barracks, interact socially almost entirely with other migrants from their own village, and are employed in day labor or other traditional sectors. They remit the bulk of their income to their village, usually keep their source of work in the village, and retain their social and political roles in their original village.

Population: Labour Force — Occupation Trends (92-920), 1983, Ottawa, Canada: Statistics Canada, $8.50. Order from Publication Sales and Services, Room 1710, Main Building, Statistics Canada, Ottawa K1A OT6 Canada.

Between 1971 and 1981, the experienced labor force grew by 39 percent in Canada. However, some occupations posted growth rates much higher than the national average. There were especially large increases in supervisors of bookkeeping, account-recording and related occupations (157 percent); electrical engineers (78 percent); programmer analysts (172 percent); welfare and community service workers (152 percent); electronic data processing equipment operators (182 percent).

In other occupations, however, the number of workers decreased over the same period. For example, there was a 32 percent decline in street vendors and door-to-door sellers; a 26 percent drop in pressers, apparel and furnishings service; and a 39 percent decrease in tailors and dressmakers.

continued

The largest occupational groups among men continue to be motor vehicle mechanics and repairers, carpenters, farmers, and janitors, although their growth rates were moderate. Similarly, clerical, sales and teaching jobs are still the occupations of the majority of women.

"Big Fish, Small Pond," by Thomas J. Bellows, in *The Wilson Quarterly*, Winter 1983, pp. 66-82, single issues, $4.50. Order from Woodrow Wilson International Center for Scholars, Smithsonian Institution Building, Washington, DC 20560.

Lee Kuan Yew has been Singapore's Prime Minister since 1959, and it is his influence that has shaped the development of this bustling city-state. This article provides important background information to the population characteristics and trends of Singapore.

Reviewing Singapore's economic development, the author concludes, "Singapore's problem today is a labor shortage. With an economy growing by 8 percent annually during the 1970s, the island began to run out of people. To lure workers, companies began offering TV sets to new employees or enrolling them in special lotteries. Last year, some 150,000 foreigners, mostly Malays, but also including Thais, Filipinos, Sri Lankans, Indians, and Indonesians, were granted work permits in Singapore, usually taking jobs that Singaporeans now find unacceptably menial or low paying. Needless to say, the government's successful efforts at population control — required to prevent overcrowding on the small island — have done nothing to relieve the manpower shortage."

Singapore hopes to have eliminated the need for foreign workers by 1991. Its plan hinges on increasing minimum wages, which tends to drive out the labor-intensive industries so they can be replaced by capital intensive "brain industries," Bellows notes.

Bellows also comments on Singapore's public housing — 70 percent of the people live in government-built housing — and its educational system — primary and secondary education are universally available, but not compulsory. One result of the non-compulsory policy is that adult literacy on the island is only about 75 percent, lower than that of some much poorer countries such as Jamaica or the Philippines, Bellows explains.

This article helps the reader understand where Singapore has been and where it is likely to go by the end of the 1980s and into the 1990s.

1983 World Bank Atlas, Washington, DC: The World Bank, 28 pp., $2.50. Order from 1818 H Street, NW, Washington, DC 20433.

This annual Atlas is considered the most authoritative and consistent source of information on Gross National Product and GNP Per Capita in U.S. dollars. The 1983 edition includes data for most countries and territories for 1980 and 1981, together with average annual growth rates of population and per capita GNP in real terms for the period 1970-80.

The color-coded maps allow the user to instantly assess which areas of the world have the fastest population and GNP growth rates and a two-dimensional map shows GNP per capita for each region.

General Housing Characteristics: Trust Territories of the Pacific Islands, HC80-1-A57B, 1983, Washington, DC: Bureau of the Census, 113 pp., $4.50.
General Housing Characteristics: Virgin Islands of the United States, HC80-1-A55, 1983, Washington, DC: Bureau of the Census, 54 pp., $4.50.
General Housing Characteristics: Northern Mariana Islands, HC80-1-A57A, 1983, Washington, DC: Bureau of the Census, 18 pp., $3.75.
General Housing Characteristics: American Samoa, HC80-1-A56, 1983, Washington, DC: Bureau of the Census, 52 pp., $4.50.
Order from Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. For faster service, call the Government Printing Office order desk at (202) 783-3283 and use a VISA or MasterCard account.

These four reports are the standard ones issued for individual states following the 1980 U.S. Census. The reports include maps.

Each report contains detailed housing characteristics by place so that it is possible to learn, for example, that Leone Village on American Samoa had 1,652 people in 1980 when the census was taken and 252 housing units, 246 of them year-round residences. The year-round units had a median of 3.6 rooms and 52 percent of them lacked complete plumbing. The median value of the housing — as specified by owners — was $12,500 and the median monthly rent was $105. There were 174 owner-occupied units.

The reports include place-by-place information on the source of water, heat, the types of bathroom facilities, and the number of persons occupying the units.

Statistical Yearbook of China 1982, State Statistical Bureau, PRC, 1983, Hong Kong: Economic Information and Agency, 550 pp., $58. Order from Gale Research Company, Book Tower, Detroit, MI 48226.

This second edition updates tables including some more recent data from the 1982 Chinese census. In addition to presenting data on China's economic construction and social development for 1982, the official yearbook includes statistical indicators for the past 32 years, back to 1949.

One appendix shows statistical tables for Taiwan and another compares China's economic indicators with those of foreign countries.

Manpower and International Labor Migration in the Middle East and North Africa, by Ismail Serageldin, James A. Socknat, Stace Birks, Bob Li and Clive Sinclair, New York: Oxford University Press, 1983, 133 pp., $27.50.

These staff members of The World Bank project that in 1985, Libya, Saudi Arabia, and the United Arab Emirates, among all the countries of the Middle East and Northern Africa, will import the most migrant labor, while Egypt, Yemen, India, Pakistan, and East Asia will be the largest labor exporters.

The absolute number of migrant workers in Arabian countries is projected to increase by over 90 percent, even though Arab states are expected to provide only about 50 percent of the region's migrant worker stock. Asian countries will make up the difference, according to the projections.

This book shows the magnitude, origins, destinations, and characteristics of recent international labor flows in this region where international flows have had a great effect on the economies of both sending and receiving countries.

Included are country-by-country manpower requirements for 1985, with assumptions for both high and low economic growth. Even under the low economic growth assumption 11 countries will require over a million laborers in 1985. Egypt is projected to have the highest requirement — about 12 million more — followed by Iran, Morocco, Iraq, Algeria, Sudan and Saudi Arabia, each of which will need between 3 and 4 million more workers.

Regardless of whether there is high or low economic growth, there will still be a great need for unskilled labor in this region, with projections of a need for 8 million unskilled workers under the high economic growth assumption and 7 million unskilled workers under the low economic growth assumption. The labor requirements are expected to be largest in the agricultural and service sectors, followed by construction, trade and finance, and manufacturing.

World Handbook of Political and Social Indicators, Third Edition, (2 vols.) by Charles Lewis Taylor and David A. Jodice, 1983, New Haven, CT: Yale University Press, Vol. I, about 300 pp., $25; Vol. II, about 200 pp., $22.50. Order from Yale University Press, 92A Yale Station, New Haven, CT 06520.

From studying volume I of this handbook, entitled, "Cross-National Attributes and Rates of Change," one could learn, for example, how countries rank with regard to spending for such things as military, education, and health care. It is also possible to learn energy consumption per capita, gross national product per capita, the percentage of population in cities of 100,000 people or more, and so forth.

Volume II, "Political Protest and Government Change," ranks and rates countries on such variables as deaths from political violence from 1948 to 1977 (Nigeria has the highest total, Bulgaria the lowest), political strikes, national elections, and imposition of sanctions.

For those assessing socioeconomic change, volume I is the most useful. Data are usually given for two years with a percentage change between the two. However, the data are old. For example, table 5.13 ranks countries according to the percentage of the population that lives in cities of 100,000 or more people. The first percentage given is for 1960. The second percentage varies from 1961 to 1976 and every year in between. At least half of the countries listed have had a census since 1976 and since there has been rapid urbanization in many of the countries, the list is nearly invalidated because of its age.

Even with this caution, however, the lists are useful in placing one country in relation to others for a particular variable. For example, the table for the percentage of the labor force in agriculture (first date, 1960; second 1977) clearly shows that the African countries have the highest percentages of their labor force in agriculture and that among them, Cameroon and Mozambique are moving most rapidly away from that status. •

Metro Areas *cont. from p. 3*

and dates of population estimates are not consistent. Even the list of "urgan agglomerations" issued from time to time by the United Nations includes some rather disparate areas that interfere with making satisfactory comparisons. For example, the UN's estimates for 1980 include Shanghai with 15 million population and Moscow with 8.1 million. The Shanghai figure includes several million rural dwellers living outside the city limits but administered by the city government; the Moscow estimate refers to little more than the city proper and excludes several million people who live in suburbs and satellite communities.

Of the 297 million people in the 30 areas listed here, more than 153 million live in central cities, and 143 million in suburbs, smaller central cities, or outlying industrial satellites. The central cities have just over 50 percent of the metro total — but the proportion varies greatly from country to country and metro to metro. The city of Osaka, Japan, has only 16 percent of the population of the Osaka metro area. As shown in the table, many large cities in the developed world are also "underbounded" — in other words, the metropolitan area overflows the city boundaries on a vast scale. Los Angeles and Paris are examples, but so are some cities in developing countries such as Calcutta and Manila. Only Beijing, Jakarta, Tehran, and Karachi include most of their metro population within their corporate limits.

These wide variations in the extent of corporate boundaries relative to the size of the actual metro area make comparisons of city-proper populations largely meaningless, except perhaps to those concerned primarily with municipal government. Thus, the six largest *cities* (municipal areas) are Mexico City, Seoul, Sao Paulo, Bombay, Tokyo, and Moscow, but these rank 3, 6, 5, 11, 1, and 7 in metropolitan population.

Until the 1960s practically every metro area over one million was growing, and most were growing rapidly. During the 1970s, growth virtually ground to a halt in several Western metropolises, and both London and New York have experienced declines in their metropolitan populations over the past decade. Even the large Japanese metropolises now have substantially slower growth than a decade ago.

In the developing world, however, most major cities are still expanding rapidly. In recent years Mexico City's metro population has grown by about 600,000 per year (more than 3.5 percent) and Sao Paulo and Seoul have each been growing about 500,000 per year (3.6 percent for Sao Paulo, 4 percent for Seoul). In contrast, gigantic Tokyo's annual increase is running under 300,000 or

continued

just over 1 percent. Of the 30 areas over 5 million, the fastest growth rates at the present time are those of Seoul and Bogota, Colombia (over 5 percent).

Geographical Distribution

Together the U.S. and Canada have 34 of the 247 metro areas with over one million population, home to 41 percent of their people.

Among other regions, Oceania has the next highest proportion living in metro areas — Australia's three such areas account for over 30 percent of Oceania's population. Surprisingly, the region with the third highest percentage is Latin America, with 27 percent of its population in 32 metropolitan areas over 1 million. The proportion for Europe (excludes U.S.S.R.) with 48 such metro areas, is only 23 percent. Compared with Latin America, Europe contains many large cities with populations below 1 million as well as a dense rural population.

In the U.S.S.R., about 19 percent of the population lives in 25 metro areas of over 1 million. For Asia, with 88 metro areas, the percentage is only 10, and in Africa, only 7 percent of the population lives in the 17 metro areas over 1 million.

Individual countries vary greatly from the regional average. Japan's metropolitan population, for example, at 47 percent is higher than that of the U.S. and Canada.

A rough typology of the 247 cities according to major functions produces the following:

Sixty-three can be described as national metropolises — the dominant economic center of their country. All but five of these are also the national political capital. The exceptions are New York, Istanbul, Amsterdam, Karachi, and Tel Aviv.

There are 117 regional metropolises — cities that serve as the chief economic center for an important part of their country. In most cases these cities have been the largest in their region for a century or more, although their population may be many times that of 100 years ago. Examples are Chicago, Leningrad, and Milan.

Nearly always the national and regional metropolises are major manufacturing centers in addition to their commercial and political roles. However, there are 36 industrial centers whose size is primarily the result of manufacturing or mining rather than regional economic leadership. One of the largest is the Ruhr area in West Germany.

Six are classed as primarily governmental centers — Washington, Brasilia, Ankara, and (less certainly) Delhi-New Delhi, Beijing, and Rawalpindi-Islamabad. Three are city-states — Kuwait, Singapore and Hong Kong, developed largely by international trade and shipping. Twenty-four others are chiefly ocean ports (including Hamburg, Alexandria, and Santos). Most of these are also important manufacturing centers.

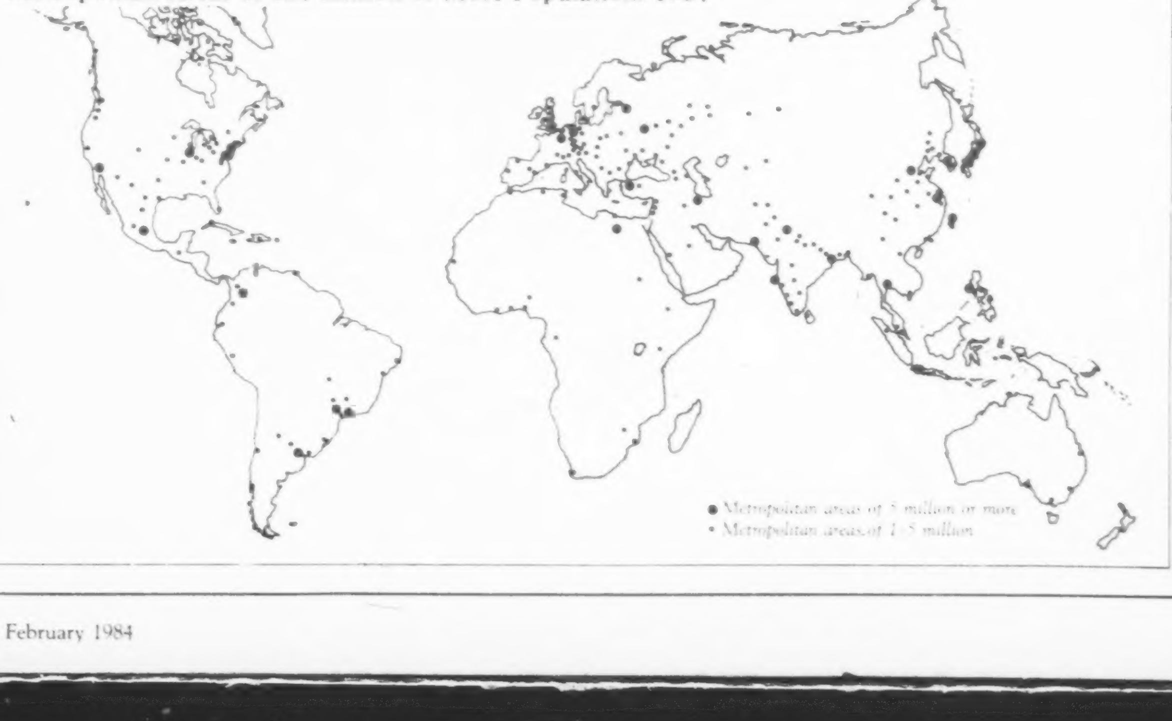
And finally, there are 9 places that have an unusual combination of functions. Miami, for example, is an international trading center and port as well as a resort; San Diego is a resort, naval, and manufacturing center; and Johannesburg combines gold mining with important financial and commercial functions for South Africa. Rome is a religious and tourist focus of world stature, but it is also Italy's capital and a regional economic center.

Readers may well quarrel with some of the assignments because the categories are not sharply defined. Over time, these categories can be expected to blur further, as manufacturing loses some of its significance in the developed world and as improved communication enables regional centers to share the leadership of a nation with the capital. ●

—Richard L. Forstall

Richard L. Forstall is the Census Bureau's chief liaison with the Office of Management and Budget on defining U.S. metropolitan areas. He was previously Senior Research Editor at Rand McNally & Company.

Metropolitan Areas of one million or More Population: 1984


● Metropolitan areas of 5 million or more
• Metropolitan areas of 1-5 million

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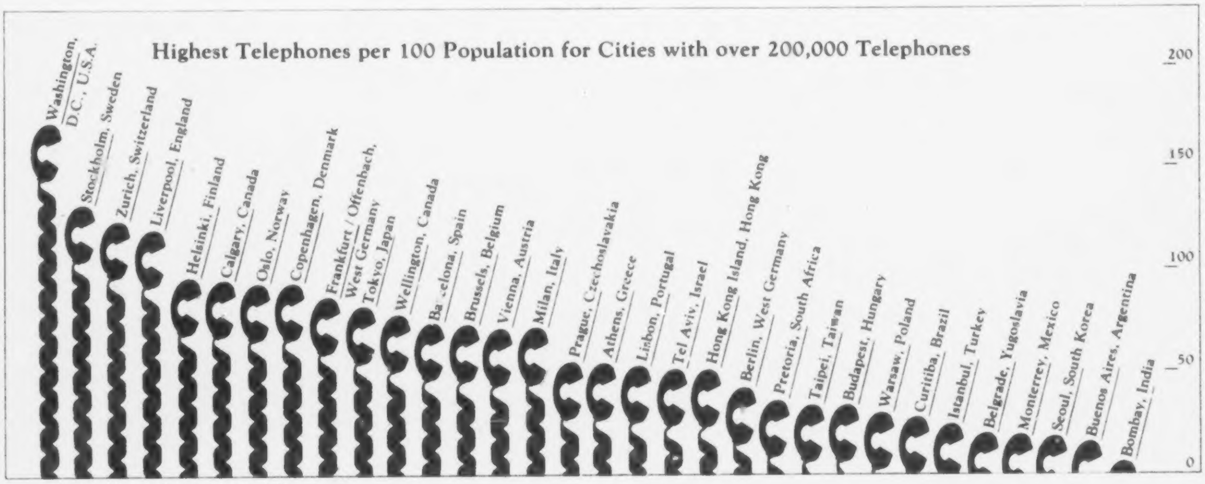
March 1984, Vol. 3, No. 3

INTERNATIONAL DEMOGRAPHICS

Highest Telephones per 100 Population for Cities with over 200,000 Telephones



Carol Terrizzi

Source: The World's Telephones, AT&T, 1983

The World's Telephones

Thirty-seven countries now have more than a million telephones, according to the most recent (1983) edition of *The World's Telephones*, a publication of AT&T LongLines in Morris Plains, New Jersey.

In total numbers, the United States reports the largest number — 181,893,000, or about 79 telephones per 100 people, with two-thirds of them found in residences, as opposed to businesses. The next ten countries in total number of phones are Japan, West Germany, United Kingdom, France, Italy, Canada, Spain, Brazil, the Netherlands and Sweden.

By comparison, the smallest total over a million is reported by Iran — 1,041,931, or about 3 telephones for 100 people, with no information on the distribution between business and residences.

Given the reliance by market researchers on survey data gathered by telephone, it is important to know whether a representative sample of a nation's people can be reached by telephone.

The World's Telephones is compiled each year by AT&T and distributed to libraries, educational institutions, and telecommunications firms. It includes telephone data for cities as well as countries. This edition is revised in that it includes only those countries that responded to its survey and no attempt is made to estimate or correct the data submitted by the countries. Thus, the data in this edition are not comparable to prior years and users should be careful to read introductory material and footnotes before relying on the numbers.

For example, an analysis of 1981 and 1982 data for Canada shows that the number of telephones in Canada has declined. However, the notes state, "Data for Canada are based on statistics supplied by ten major

continued

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COUNTRY PROFILE: TAIWAN

telephone companies and are therefore incomplete and inconsistent. There are over 600 Canadian telephone companies. The ten reporting companies, however, account for approximately 90 percent of the telephones in service."

While the United States has the highest total number of telephones among countries reporting more than a million phones, Sweden has the highest number of telephones per 100 population, followed by the United States, Switzerland, Denmark, Canada, New Zealand, Netherlands, Finland, Japan, United Kingdom, France, West Germany, and Norway.

Of the countries with more than a million telephones, the lowest numbers per 100 people occur in India, Iran, Turkey, Colombia, Brazil, Mexico, Venezuela, Poland, Yugoslavia, and Argentina.

Of cities with populations of more than 200,000 people, the highest number of telephones per 100 people is found, not surprisingly, in Washington, D.C., followed in order by Stockholm, Zurich, Liverpool, Helsinki, Calgary, Oslo, Copenhagen, Frankfurt/Offenbach, Tokyo and Wellington.

The United States and the United Kingdom vie as the most frequently called countries. Calls are reportedly made from the United States most often to the following seven countries in order of frequency: United Kingdom, West Germany, France, Italy, Japan, Venezuela, and Colombia. The Soviet Union did not report the foreign countries most frequently called.

Most Caribbean countries list the United States as the place most frequently called. In Africa, only Egypt lists the U.S. In Latin America, the U.S. is the most frequently called for the majority of reporting countries, while in Asia, only the Philippines, Japan, and American Samoa list it first. Of the Mideast countries, Iran, Israel, and Saudi Arabia say the most calls are made to the United States.

See table next page ●

Around the World

Hong Kong Is Most Expensive

Hong Kong is the most expensive among foreign cities where American expatriates are most likely to live, according to Runzheimer and Company, Inc., international management consultants based in Rochester, Wisconsin.

An American family of four at the $40,000 income level has to spend $89,051 a year to live and work in Hong Kong if they want their lifestyle to be comparable to what they had in the United States. The same family would have to spend only $33,687 in Mexico City for housing, transportation, taxes, and goods and Services.

Runzheimer selected 20 locations worldwide, representing cities in North America, the Far East, the Mideast, South America, and Western Europe where U.S. business expatriates are most likely to reside.

Besides Hong Kong, other expensive locations are Singapore, Tokyo, Kuala Lumpur and Jakarta, all with relatively high housing and transportation costs. Of the 20 locations, the least expensive are Amsterdam, London, Madrid, Rio de Janeiro, and Mexico City.

For more information, contact Runzheimer and Company, Inc., Runzheimer Park, Rochester, WI 53167; telephone (414) 534-3121.

On a related subject, *International Living* has published its Third Annual "Quality of Life Index" for 200 countries, ranking them on a variety of factors from cultural opportunities to cost of living and political stability.

The top ten in order are: Switzerland, U.S., Bermuda, Austria, Japan, Australia, Bahamas, Canada, France, and West Germany. The lowest ranked, from the bottom, are: Chad, Vietnam, Angola, Ethiopia, Iran, Afghanistan, Guinea, Kampuchea, Zaire, and Central African Republic.

For more on the "Quality of Life Index," contact *International Living*, a monthly newsletter, 2201 St. Paul St., Baltimore, MD 21218; telephone (301) 235-7961. Annual subscriptions are $36.

France Pays Cash For Children

Will cash payments for children halt France's population decline?

After trying six-month maternity leaves, day care centers for nonworking mothers, guaranteed minimum income for families with three children, and a range of discounts on things such as subway rides for families with many children, the French government is now turning to hard, cold cash to try to increase the number of French offspring.

The newest proposal for an incentive offers about $3,000 to a couple producing a third child, payable at the rate of $125 a month to either parent who quits work to stay home with the third child or subsequent children. Payments can continue until the child is two years old if the parent stays home. Even if the parent returns to work part-time the government can pay $75 a month to the family.

The bill is expected to pass this year. Critics say they doubt it will work, but the administration says it might also help reduce France's 9 percent unemployment rate, according to a report in ***Europe*** magazine.

"If the decline in the growth rate is not halted, the government has warned that France will become underpopulated, underproductive, and top heavy with senior citizens who will overtax the social security system, writes Carolyn Lesh in *Europe* (January/February 1984, $9 a year.) ●

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Reported Telephones per 100 Population, by Country, 1982*

Country	Total Telephones	Per 100 Population
Caribbean		
Bahamas	75,071	35.8
Barbados	72,850	29.1
Bermuda	48,958	88.7
Canada	15,741,723	64.7
Cayman Islands	9,878	59.1
Dominican Republic	175.054	3.0
Jamaica	124.258	6.2
Puerto Rico	678,447	22.0
St. Lucia	9.500	0.9
St. Pierre & Miquelon	3,156	52.6
St. Vincent	6,047	5.0
United States	181,893,000	78.7
Virgin Islands	44,265	45.1
Africa		
Algeria	606,869	3.3
Ascension Island	381	34.6
Burundi	5,601	0.1
Congo	8,699	0.6
Egypt	521,625	1.2
Ethiopia	100,783	0.3
Gabon	11,133	2.1
Ghana	70,653	0.6
Kenya	216,674	1.3
Mali	8,485	0.1
Morocco	241,100	1.1
Mozambique	56,305	0.4
Namibia(Southwest Africa)	57,333	6.0
Nigeria	708,390	0.7
Reunion	81,175	15.7
St. Helena	360	6.0
South Africa	3,208,730	13.1
Bophuthatswana	12,979	1.0
Ciskei	5,441	0.5
Sudan	68,503	0.4
Swaziland	15,357	2.7
Tanzania	96,521	0.6
Zambia	32,659	0.5
Europe		
Andorra	17,719	46.5
Austria	3,177,944	42.1
Belgium	3,818,626	38.7
Cyprus	128,507	20.0
Czechoslovakia	3,225,968	21.0
Denmark	3,483,323	68.0
Finland	2,511,306	52.2
France	26,940,296	49.8
Germany, Federal Rep.	30,122,023	48.8
German Democratic Rep.	3,251,950	19.4
Guernsey--Channel Islands	38,634	69.5
Jersey--Channel Islands	55,461	72.9
Gibraltar	9,870	33.1
Greece	2,956,663	30.2
Hungary	1,296,682	12.1
Iceland	111.358	48.0
Ireland	720.000	20.8
Italy	20,444,037	36.3
Liechtenstein	21,437	82.5
Luxembourg	228,000	62.6
Malta	90,997	28.4
Monaco	17,000	60.7
Netherlands	7,769,115	54.4
Norway	1,992,090	48.5
Poland	3,505,656	9.7
Portugal	1,455,804	14.8
San Marino	8,712	40.1
Spain	12,350,058	32.8
Sweden	6,889,000	82.8
Switzerland	4,780,760	74.9
United Kingdom	28,375,982	50.7
Yugoslavia	2,303,501	10.2
South America		
Argentina	3,041,475	10.7
Belize	8,645	5.8
Bolivia	144.300	2.5
Brazil	8,536,000	7.2
Chile	595,108	5.2
Colombia	1,747,689	6.3
Costa Rica	255,898	10.9
Cuba	406,355	4.2
Ecuador	290,200	3.2
El Salvador	86,316	1.8
French Guiana	19,627	26.9
Guadeloupe	74,072	22.6
Guatemala	97,670	1.4
Guyana	28,468	3.6
Honduras	33,667	0.9
Martinique	68,908	21.0
Mexico	5,411,108	7.4
Netherlands Antilles	72,168	28.2
Nicaragua	51,237	1.8
Panama	212,992	10.7
Peru	129,742	0.7
Suriname	27,495	7.7
Uruguay	294,350	10.1
Venezuela	1,377,630	9.4
Pacific		
American Samoa	5,992	17.6
Brunei	21,928	11.4
Cocos Island	142	23.7
Cook Islands	1,670	9.8
Fiji	46,252	7.0
French Polynesia	24,818	17.7
Guam	14,379	13.6
Indonesia	600,643	0.4
Kiribati (Gilbert Island)	821	1.4
Malaysia	825,289	6.3
New Zealand	1,875,538	58.8
Niue	205	6.8
Norfolk Island	967	54.8
Northern Marianas	2,325	13.5
Papua New Guinea	50,050	1.6
Philippines	624,101	1.2
Pitcairn Islands	24	24.0
Singapore	771,400	31.6
Solomon Islands	2,708	1.1
Thailand	529,106	1.1
Tonga	2,608	2.8
Tuvalu	92	1.0
Wallis & Futuna	151	1.3
Western Samoa	5,857	3.7
Asia		
Bangladesh	122,190	0.1
China (Taiwan)	3,820,207	21.0
Hong Kong	1,822,846	35.0
Japan	60,349,857	51.0
Korea, Rep. of	5,158,357	13.8
Macao	23,220	6.7
Mid-East		
Bahrain	85,800	24.4
India	2,981,609	0.5
Iran	1,041,939	2.9
Israel	1,302,000	32.1
Kuwait	231,643	16.0
Maldives	1,540	1.1
Pakistan	393,010	0.5
Qatar	67,500	27.6
Saudi Arabia	788,576	11.2
Sri Lanka	109,900	0.7
Syria	471,127	4.9
Turkey	2,104,113	4.7
United Arab Emirates	240,167	21.2

*As of January 1982. These figures reflect only reporting countries.

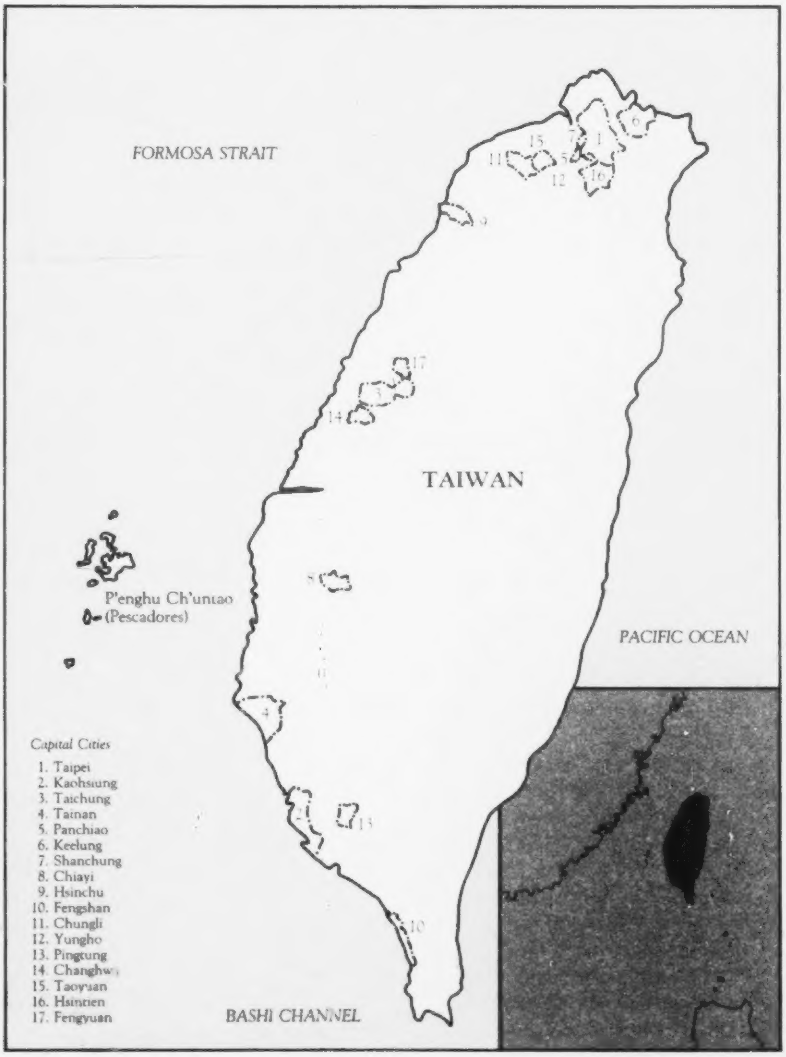
Source: The World's Telephones, *AT&T*, 1983

Country Profile
Taiwan

Taiwan was founded in 1949, when Chiang Kai Shek's government left mainland China after the Communist Revolution. For the next 30 years, Taiwan was the only China acknowledged by the U.S. But when Congress recognized the People's Republic of China as the sole legal government in 1979, diplomatic ties were broken with Taiwan (then called the Republic of China).

Both the People's Republic of China and Taiwan maintain that there is only one China, of which Taiwan is a part. Both seek the reunification of the mainland and the island, and have opposed efforts to establish Taiwan as an independent nation, but each has its own idea of who should rule China. The most recent overtures by the People's Republic include restoring Chiang Kai Shek's ancestral home and reputation. Once called a "running dog" and "bandit," the Chinese now refer to him as "Mr. Chiang," a military leader who played an important role in the country's history. To date, these efforts have been rejected by Chiang's successor, his son Chiang Ching-kuo.

Despite the severance of diplomatic ties, the U.S. continues to have commercial and cultural exchanges with Taiwan. The U.S. is Taiwan's biggest trading partner. In 1980, the U.S. accounted for one-third of all Taiwan's exports and one-quarter of its imports. Only Japan holds a larger share of Taiwan's import market (27 percent).



Population Growth

Taiwan took a census in 1980. In addition, its household registration system is efficient and provides population data on a yearly basis. The *Statistical Yearbook of 1982* was released about the same time as the 1980 census results. That yearbook contained data for 1981, at which time the population was 18.1 million, an increase of about 20 percent from the 1971 total of 15 million.

Taiwan's population grew 1.9 percent in 1981, a decline from the 2.2 percent growth in 1971. The current rate of growth will result in a doubling of the population in 38 years. The Population Reference Bureau estimates that Taiwan's population in 1983 was 18.9 million, and that it will reach 24.6 million by the year 2000 and 33.3 million by 2020.

The birth rate is 23 births per 1,000 population and the death rate is 5 deaths per 1,000. Taiwan's birth rate is similar to that of China's, and both are higher than those in Japan (13) or Hong Kong (17). Death rates in East Asia range from a low of five in Taiwan and Hong Kong to a high of eight in China and North and South Korea. The infant mortality rate for Taiwan is among the lowest in East Asia. At 9 infant deaths per 1,000 births, it is similar to Japan and Hong Kong and far below China's rate of 44 infant deaths per 1,000 births.

Since 1949 when about two million "Mainlanders" arrived in Taiwan, there has been little foreign immigration. Just 20,000 of Taiwan's 18 million residents were classified as "alien" in 1980, or less than 1 percent of the population.

Almost one-third of Taiwan's population is under age 15 (vs. 23 percent in the U.S.). Approximately one-half of the population is under 25. The population is relatively young due to historically high birth rates that have begun to drop in recent years. Only 4 percent of the population is aged 65 or over (vs. 11 percent in the U.S.). Life expectancy in 1981 was 69.7 years for men and 74.6 for women.

Regions and Cities

Taiwan is such a small island (11,000 square miles, or smaller than Ohio), that its principal subdivisions are its cities. The entire country is divided into 48 commuting rings associated with specific central cities. The capital city of Taipei and Kaohsiung are special municipalities, and certain offshore islands of Fukien Province are included in population totals.

The country is further divided into five administrative districts for the household registration system.

The population of Taipei Municipality was 2.3 million in 1981, or about 13 percent of the country's total. The next largest city is Kaohsiung Municipality, with 1.2 million residents in 1981 (about 7 percent of the total). The three next largest cities are Taichung (607,000); Tainan (595,000); and Panchiao (422,260). There are twelve other smaller cities *(Hsien)* with populations of 100,000 or more. In 1981, localities of 100,000 or more had a total of 8.7 million persons, or 48 percent of the population.

Taipei was granted the status of a Special Municipality in 1967, at which date its population was 1.2 million. At that time the city's area was extended, and population density dropped from 18,000 persons per square kilometer in 1966 to only 6,500 per square kilometer in 1970. People have continued moving to the city, however, and its density in 1980 was 8,300 persons per square kilometer. Kaohsiung Municipality has the second highest density, with 7,800 persons per square kilometer. Population density for the country as a whole is 500 persons per square kilometer.

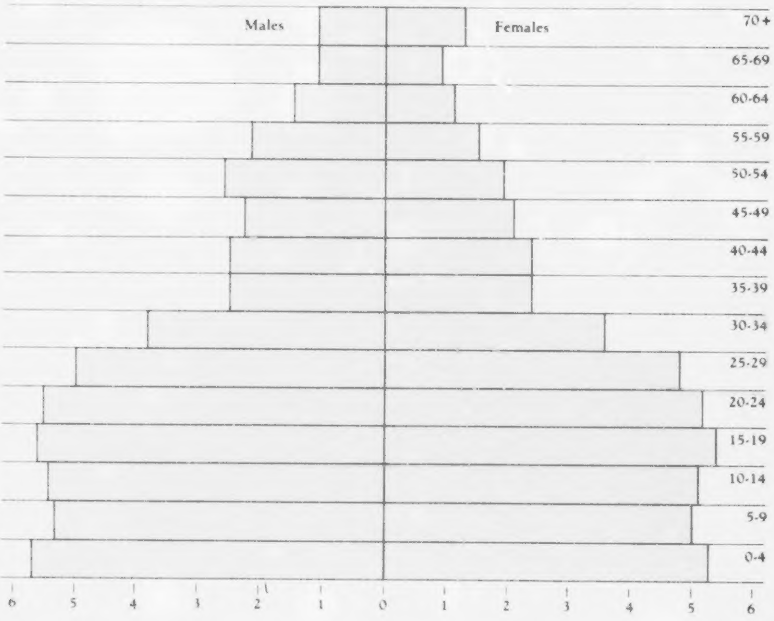
Ethnicity and Religion

The Han Chinese constitute 98 percent of Taiwan's population. The Taiwanese (as opposed to mainlanders who arrived after 1949) number over 14 million. They are descendants of Chinese from the coastal areas of Fukien and Kwangtung provinces who migrated to the island over the past 300 years.

Approximately 250,000 aborigines (less than 2 percent of the population) live in the mountainous central and eastern parts of the island. They are believed to be of Malayan stock. Nine tribes, each with a different language, are distributed among 240 villages. Most native young persons have migrated to Taipei or other cities, and the elderly and children compose the majority of villagers now. The government encourages the assimilation of aborigines through compulsory education for all children.

Population of Taiwan by Age and Sex: 1981

(in percent)



	Total	Male	Female
All ages	18,135,508	9,448,766	8,686,742
0-4	1,986,453	1,025,560	960,893
5-9	1,857,283	955,688	901,575
10-14	1,887,463	970,940	916,523
15-19	1,997,407	1,023,100	974,307
20-24	1,935,649	989,862	945,787
25-29	1,768,779	904,380	864,399
30-34	1,337,724	685,986	651,738
35-39	884,070	454,341	429,729
40-44	903,896	459,937	443,959
45-49	807,356	423,419	383,937
50-54	815,906	478,974	336,932
55-59	668,500	397,668	270,832
60-64	486,061	278,533	207,528
65-69	359,263	198,167	161,096
70 +	439,698	202,211	237,487

Source: Statistical Yearbook of the Republic of China 1982

Population of Capital Cities: 1981

Taipei	2,270,983
Kaohsiung	1,227,454
Taichung	607,223
Tainan	594,739
Panchiao	422,260
Keelung	347,828
Shanchung	334,726
Chiayi	251,840
Hsinchu	241,218
Fengshan	227,310
Chungli	215,414
Yungho	213,787
Pingtung	189,347
Changhwa	185,815
Taoyuan	185,257
Hsintien	171,315
Fengyuan	128,944

Source: *Statistical Yearbook of the Republic of China 1982.*

Taiwan's predominant religion is a mixture of Buddhism and Taoism, introduced centuries ago by the original settlers. Confucianism is considered the religion of the Chinese elite and could be called the "state religion" of Taiwan. Other religions account for only a small part of the population. A few Chinese Muslims came to Taiwan with other mainland refugees in 1949, and there are currently over 600,000 Christians on the island, most of whom are Protestant.

Ancestor worship has long been an integral part of Chinese family life, but its importance is diminishing, especially in cities. Children were once responsible for their parents' well-being in old age, but urbanization and emigration have disrupted family units. The government now assumes more responsibility for the social welfare of the elderly.

Households and Families

Taiwan's household registration system is considered to be quite accurate. According to the law, all persons who "live in one residence under the control of one person" are considered as one household. This includes ordinary families and unlike the United States, group residences such as factory or school dormitories. The head of the family, or the person in charge of the group residence, serves as the household head.

The census divides households into two types: family and non-family. The family household is composed mainly of family members, including lodgers and hired workers living in the same place under the same household head. The non-family household is a group of persons who live in the same common house, such as a dormitory, hospital, hotel, camp, school, temple, or jail.

It is the household head's responsibility to register the household in the township or precinct in which it is located. On registration, each household is given a "household registration certificate" and each person in the household over age 14 is given a "personal identity card." After registration, any change in the household or its individuals must be reported to the registration office. Births, adoptions, recognition of illegitimate children, marriages, divorces, and any change of residence must be reported within 15 days of occurrence. Deaths must be reported within five days.

Between 1970 and 1980, the number of households in Taiwan increased from 2.6 million to 3.7 million. In 1980, 99 percent of all households were family households. Average size was 4.8 persons for family households and 26.5 persons for non-family households. Taipei had 548,000 family households in 1980, with an average size of 4.1 persons.

Just over one-third of family households contained five or six persons in 1980. Households with one to four members have been increasing, however, from 31 percent of all households in 1970 to 46 percent in 1980. This growth has been due mainly to villagers leaving home to establish new, smaller households in cities. Family households with seven or more members declined from 36 percent in 1970 to 20 percent in 1980, reflecting the decline of traditional extended family structure.

Housing

Housing units in Taiwan fall into three categories. They can be conventional dwellings which consist of a room or suite of rooms in a permanent building intended for habitation by one household, and at the time of the census not used wholly for other purposes. The second type of unit is a separate and independent place in a permanent building which is *not* intended for habitation but is occupied as living quarters at the time of the census. The third type is located in a non-permanent building not intended for habitation but occupied nevertheless; these include boats, caves, and other natural shelters.

There were 3.7 million housing units in Taiwan in 1980. Of these, 2.9 million were used exclusively for residences and 369,000 (11 percent of all occupied units) were used partly for industrial or commercial purposes as well as living quarters. Forty percent of the housing stock in 1980 were row houses. Conventional rural houses were 24 percent and apartment buildings of six or more stories were 20 percent of the total housing stock. The other 16 percent consisted of detached houses and smaller apartment buildings.

Approximately 12 percent of the country's residential units were vacant in 1980, although the usual vacancy rate is 3 to 5 percent. The higher than normal vacancy rate is attributed to real estate investment and land speculation. In some cases, houses were bought as a hedge against inflation and then left empty. In others, speculators built housing on land that was not yet zoned, and since there was no consideration of housing demand, much of the housing remained empty. There is also a lag between the date a new house is granted an official address and the date it can be occupied. With so much new construction, many newly built units are classified as vacant before they can technically be occupied. Vacancy rates in 1980 were highest for apartment buildings of six or more stories (29 percent) and lowest for detached houses (7 percent).

The majority (80 percent) of family-occupied housing units are "self-owned," either through purchase or inheritance. About 12 percent of family-occupied units are rented or mortgaged.

Education

Taiwan's educational system is similar to that in the U.S. Pre-school or kindergarten takes two years, elementary school is six years, junior high school three years, and senior high school another three years. A college education takes from four to seven years to complete, while a master's degree takes two or more years and a doctorate takes two or more years. The first nine years of schooling are free, and the first six years are compulsory.

Taiwan's literacy rate was 86 percent in 1980, up from 78 percent in 1970. Men's literacy rates are higher than women's (93 vs. 79 percent), although women's rates have improved more since 1970 (up from 66 percent vs. 89 percent for men). The disparity between women and men in the ability to read and write has almost disappeared among the young. For those aged 20 to 24, 99 percent of men and 98 percent of women are literate. Among those aged 60 to 64, a generation for which the foot-binding of women was a custom, only 50 percent of women are literate compared with 74 percent of men.

School enrollment has been consistently high for the youngest children, and has improved significantly at older ages. In both 1966 and 1980, for example, over 90 percent of children aged 6 to 11 were in school. For those aged 12 to 14, the proportions enrolled rose from 58 to 92 percent during the same period. The increase was from 34 to 59 percent among children aged 15 to 17. Not much change has occurred among college-age students. In 1966, 14 percent of persons aged 18 to 24 were in school, compared with 16 percent in 1980.

Among persons aged 25 and over, 12 percent of men and 7 percent of women had a college degree in 1981. One-quarter of all men had finished senior high school compared with 21 percent of women. The proportion of the population with only a primary education declined from 44 percent in 1970 to 35 percent in 1980.

Labor Force

The labor force is defined as civilians aged 15 and over who are capable of and willing to work, and includes both employed and unemployed persons. Employed persons comprise all those who worked for pay or profit or who worked 15 hours or more as unpaid family workers during the survey reference week. The unemployed are those who are capable and willing to work, but neither worked for pay or profit nor as unpaid family workers, but are seeking a job, or waiting for a recall or for a new job to start. Persons not in the labor force are all those aged 15 and over who are eligible to work but do not because they are in school or keeping house; it also includes those who are incapable of working due to physical or mental disorders or old age.

In June 1982, 6.9 million persons were in Taiwan's labor force, or 58 percent of all persons aged 15 and over. Of the 6.9 million in the labor force, 6.8 million (98 percent) were employed. Men's labor force participation rate was 75 percent compared with 40 percent for women. Women's participation rates have increased from about 30 percent in 1970, although the two years are not strictly comparable since the 1970 figure is for the entire census year and the 1982 figure is based on survey data for the month of June. The 1980 census indicated a female labor force participation rate of 33 percent.

The largest category of workers in Taiwan are salaried employees and wage earners (47 percent of all workers in 1980). "Workers on own account" (i.e. entrepreneurs) accounted for 21 percent of those employed, while government workers were 17 percent of the employed labor force. Family workers constituted 14 percent of those employed in 1980.

Work hours in Taiwan are longer than those in the U.S. Whereas most Americans are accustomed to a 40-hour work week, or a 160-hour month, workers in Taiwan average around 200 hours per month. In manufacturing, for example, the average number of hours worked per month in 1981 was 210. Construction workers put in 200 hours per month, while those in transportation, storage, and communication put in 220 hours of work per month. Persons in finance, insurance, and business keep "bankers' hours" by Taiwan's standards: they worked a conservative 197 hours a month, or only 45 hours per week.

Taiwan's labor force is approximately evenly divided among agriculture (34 percent), industry and commerce (37 percent), and transportation and services (29 percent). The largest occupational category is production workers and general laborers (41 percent). Professional, technical, and related workers account for 6 percent of all workers, while administrators and managers are less than 1 percent of employed persons. Sales and clerical workers equal 12 and 13 percent of those employed, service workers 7 percent, and agricultural workers 19 percent. Women are 38 percent of all professional workers and 4 percent of managers and administrators. Women predominate in clerical jobs, where they account for over three-quarters of all workers.

Income and Communications

Taiwan's per capita GNP in 1981 was U.S. $2,360. This is higher than per capita income in South Korea, but considerably lower than in Japan or Hong Kong. Wages are highest in petroleum and coal manu-

Employed Persons by Occupation and Sex: 1981

Occupation	*Total*	*Male*	*Female*
All occupations	6,700,000	4,420,000	2,280,000
Professional, technical and related	375,000	232,000	143,000
Administrative, executive & managerial	56,000	54,000	2,000
Clerical	885,000	496,000	389,000
Sales	843,000	570,000	273,000
Services	505,000	295,000	210,000
Farm, forestry, livestock, fishing, hunting	1,294,000	873,000	421,000
Production workers, transportation, laborers, others not classified	2,742,000	1,900,000	842,0000

Source: Statistical Yearbook of the Republic of China 1981 facturing (N.T. $16,288 per month), followed by those in beverage and tobacco manufacturing (N.T. $15,923 per month) and transportation equipment (N.T. $13,000 per month).

Taiwan produces a large number of books, newspapers, and magazines for a country of its size. In 1980, nearly 9,000 books were published, 31 daily newspapers were in circulation, and about 2,000 magazines were in print. Before an aspiring author considers this a lucrative market, however, he or she should realize that Taiwan does not recognize international copyright laws. Businesses reproduce everything from clothing to computers, including books, as *New York Times* correspondent Fox Butterfield recently discovered. His book, *Alive in a Bitter Sea*, is critical of mainland China and therefore very popular in Taiwan. But Mr. Butterfield has seen no royalties on the thousands of copies of his book reproduced on the island.

Movie theaters are popular in Taiwan. In 1981, there were 602 theaters with a combined seating capacity of 516,000 persons. Annual attendance was 250 million persons in 1981, meaning that theaters are filled about 1.5 times a day. This averaged out to about 14 visits per person, or more than one per month. There were about 1.5 million radios registered in Taiwan in 1976, the last year in which radios were registered. More recent statistics are available for television sets, and show a total of about 4 million sets in 1980; this is an increase of almost 700 percent over the 500,000 registered in 1970, more than one television per household.

Sources of Information

There is no shortage of demographic information on Taiwan. The most complete reference for population statistics by age, marital status, fertility, and mortality can be found in the *1981 Taiwan-Fukien Demographic Fact Book*, published in December 1982. The 1,023-page book is "distributed free to interested scholars and organizations" in exchange for similar publications and comments. The book can be ordered from the Division of Population Statistics and Census, Department of Population, Ministry of the Interior, 107, Sec. 4, Roosevelt Road, Taipei Municipality, Taiwan. This volume also contains labor force data for hsiens, cities, hsiangs, chens, shihs, and ch'us.

Another large compendium of population and manpower data is the *Statistical Yearbook of the Republic of China 1982*. This 732-page document is available from the Directorate-General of Budget, Accounting, and Statistics, Executive Yuan, Republic of China (n.p.). A work devoted completely to the labor force is the *Yearbook of Labor Statistics 1981*, a 938-page volume available from the same address.

Data from the most recent census are available in *An Extract Report on the 1980 Census of Population and Housing, Taiwan-Fukien Area*. This 567-page volume was published by the Population Census Office of the Executive Yuan in June, 1982.

The Department of State published a Background Notes issue on Taiwan in July 1980 (#7791 from the USGPO). The U.S. Census Bureau contact for Taiwan is Peter Way; telephone 301-763-5577.

—*Daphne Spain*

Daphne Spain is International Demographics' *Washington Correspondent*.

Publications

U.S. Foreign Policy and the Third World, Agenda 1983, edited by John P. Lewis and Valeriana Kallab, 1983, New York: Praeger Publishers, 291 pp., N.P.

"Slow growth in the developing countries results in lost opportunities for economic progress, and, more important, for improving human well-being; it prevents poor people from earning more income, growing more food, leading healthier lives, or learning to read and write," says Robert S. McNamara, chairman of the Overseas Development Council in his introduction to this book funded by the Council.

The theme of *Agenda 1983* is that the economic interests of industrialized countries are directly affected by these lost opportunities.

If one assumes that exporting by any U.S. company must occur within the context of U.S. foreign policy, it is important to understand what steps the United States must take to improve its relationships with developing countries. The experts who contributed to this volume suggest new approaches. Three regions — Latin America, India and South Asia, and Sub-Saharan Africa — are the focus of special attention.

For example, Abraham F. Lowenthal writes, "To achieve a major and enduring advance in U.S.-Latin American relations, Washington would have to help nurture an international economic and political order in which the needs of Latin America and other aspiring powers are more fully accommodated. Substantially more of the world's manufacturing would have to take place in the south, for instance, even though this would adversely affect particular sectors and regions in the United States. Increased benefits from international trade in raw materials and other primary products would have to accrue to the less industrialized countries."

Specific responses by the World Bank and the United States are suggested.

Women and Poverty in the Third World, edited by Mayra Buvinic, Margaret A. Lycette, and William Paul McGreevey, 1983, Baltimore: Johns Hopkins University Press, 318 pp., $29.50.

The average Third World married woman with young children works more hours per day than her husband.

The reason is that while men are expected to earn income, women are expected to produce income, care for children, collect wood and water, and grind grain for the family's food. And, consider that many women spend half their adult lives either pregnant or breast-feeding.

The articles in this comprehensive book on the lives of Third World women resulted from a seminar held by the International Center for Research on Women, based in Washington. Examples from specific countries include the Philippines, Malaysia, Peru, Nigeria, Guatemala, and Brazil.

The point of the collective essays is that "the 'woman issue,' once thought of as no more than a welfare issue, affects the prospects for efficiency, growth, and the development of the economy as a whole."

One may wonder why women work outside the home when the costs are so high to them in terms of time lost with their children and the loss of their own leisure time. Research shows that they do so because their income increases the total family welfare. For example, in Filipino households where the woman works outside the home, income is 11 percent higher.

Often women must choose low-paying work, however, to make the most of flexible hours that allow them to give the maximum care to their children. These jobs usually are in the modern sector and they tend to be labor intensive. Thus, the women and their families have limited expectations of their possibilities for employment, and, as a result, schooling for girls seems unnecessary.

Labor Force Statistics — 1970-1981, 1983, Paris: Organization for Economic Co-Operation and Development, 477 pp., $24. Order from OECD Publications and Information Center, Suite 1207, 1750 Pennsylvania Ave., N.W., Washington, DC 20006-4582; telephone (202) 724-1857.

If you need to know the rising percentage of women in the labor force or the unemployment rate of youth or salaries in manufacturing industries over the past ten years in the OECD countries, this is the place to go.

Included are 24 countries — mostly Western Europe, but also the United States, Canada, Japan, Turkey, Australia, New Zealand, and Iceland so that comparative data are at your fingertips.

Part I includes general tables and graphs for the OECD. Part II features individual country tables including annual rates of change in percentages. Part III includes country-by-country participation rates and unemployment rates by age and sex.

International Organizations 1984, Vol. 4 of the Encyclopedia of Associations, Detroit: Gale Research Company, 114 pp., Three-issue subscription, $130. Order from Gale Research Company, Book Tower, Detroit, MI 48226.

This is a directory of nonprofit organizations whose headquarters are located outside the United States, but who welcome members from the U.S. Organization. Entries are arranged under 15 broad categories including trade, business, and commercial organizations, and include the name, address, telex number, officers, founding date, membership size, areas of concern, publications, committees, dates and locations of conventions.

World Markets for Sporting and Athletic Equipment, 1983, Commack, NY: Business Trend Analysts, 2 vols., 670 pps., $795 for both; $495, Volume I or $395, Volume II.

Export markets for U.S.-made sporting goods grew by 12 percent in 1982 to about $366 million.

Volume II of this report provides profiles of the sporting goods market abroad, including breakdowns of sales by type of product, a statistical profile and analysis of each country's economy, sports participation rates, demographics, market share information, and listings of major manufacturers, wholesalers, and retail chains in each country. Specific countries analyzed are Australia, France, Japan, Canada, Mexico, Venezuela, and West Germany. Volume II includes a summary of the United States market which is covered in Volume I.

The sports for which equipment exports are analyzed include golf, racquet sports, fishing, skiing, archery, gymnastics, billiards, skating, baseball, softball, and sports played with inflatable balls.

Japan Business: Obstacles and Opportunities by McKinsey and Company, Inc. and the U.S.-Japan Trade Study Group, 1983, New York: John Wiley & Sons, Inc., 208 pp. including appendices, $24.95.

When it comes to Japan, the news is not all bad. This book — the result of joint studies by McKinsey & Company and the U.S.-Japan Trade Study Group — finds evidence that "exporters and investors are being needlessly discouraged by misleading assumptions about Japan's business prowess and domestic market entry problems."

The study found that the Japanese market is less controlled than popularly believed and that its average tariff of 3.2 percent is lower than that of most developed nations including the United States and European countries.

U.S. companies may be at fault for their own failures, the study found. "Evidence suggests that among the greatest hurdles U.S. firms face in Japan is the gap between headquarters' expectations and the marketplace realities."

Foreign corporations have failed because they do not recognize the "inordinate size, complexity, special needs, and conditions" of the Japanese market and "traditional business customs, practices, and approaches to business relations," the book explains.

In addition, "Since the rate of return on total assets and sales for U.S. companies at home is about twice that of Japanese corporations at home, the American firm's financial criteria in many cases may be inappropriate for effective competition in Japan."

In an analysis of companies that have succeeded in Japan, the report found they usually had entered the market with a well-thought out product or strategy and/or a technological edge, and that they had looked at obstacles as "creative challenges." In addition, the companies had a long-term commitment to the Japanese market.

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Regions

Latin America

Mexico

For those eagerly awaiting a summary of the country-wide findings of the 1980 Mexican census, the wait may be almost over. The general summary is now expected in March or April. Mexico is also getting ready to conduct a consumer expenditure survey, the results of which, with luck, will be available in September 1985.

Central America

With events happening quickly in Central America and conflicting news reports in the regular media, market researchers may wish to subscribe to *Central America Report*, a weekly review of economics and politics, published in Guatemala. Reports ranging from private investment opportunities in Costa Rica to the stagnation of sugar production in the region are included. A three-month subscription in the Western Hemisphere costs $45; in Europe $50; and in other places $35. One year is $180; $200; and $215 respectively. Order from Apartado Postal 2823. Inforpress Centroamericana, 9a Calle "A" 3-56, Zona 1, Ciudad de Guatemala, Guatemala, Centro America; telephones 29432 and 8199.

Bolivia

Unlike most Third World countries that are trying to limit population, Bolivia needs more people.

A United Nations-sponsored review of Bolivia's population policy found fewer than six million people living in over a million square kilometers.

At its highest, average population density is 10.7 people per square kilometer. In the valleys, it is 9.9 people, and in the hot and humid eastern lowlands, it is only 1.4 people.

At current growth rates — about 2.5 percent a year — the population will double in about 25 years. But distribution is important too. About 80 percent of the people live in the mountains or valleys which account for only about 35 percent of Bolivia's land area. The fertile plains are scarcely populated.

Even though Bolivia has a wealth of natural resources, most Bolivians live in poverty, in part because they do not live in the tropical plains. Better population distribution is essential to development, according to the United Nations report.

Peru

Results from a 1981 survey corroborate a continuing decline in the total fertility rate of Peruvian women. The total fertility rate is the number of children an average woman would have in her lifetime given current age-specific fertility rates. Data from Peru's Contraceptive Prevalence Survey show that the total fertility rate for 1980 -81 was 5.2 children.

While not significantly lower than the 5.3 rate obtained from the previous fertility survey, the new estimates provide independent confirmation of a long-term fertility shift. Total fertility rates in Peru dropped from a high of 6.9 children in 1961 to an all-time low of 5.2 by 1981.

The trend has slowed recently however, and there is some doubt whether Peruvians will meet the United Nations projections of even lower fertility — 4.8 for 1990-95 and 4.6 by 1995-2000.

Middle East

Egypt

Just as U.S. women gained independence during World War II when they went to work while men went to war, Egyptian women are experiencing new independence because Egyptian men are working in the Persian Gulf.

The Rotterdam *NRC Handelsband* reports that about 4.5 million Egyptians are working outside their country, leaving at least 10 percent of the women alone. The independence of village women has grown tremendously while the men are off working. They do the buying and selling, and take responsibility for the childrens' education. The new responsibilities are encouraging them to learn how to read and write. In the cities, women are dealing with plumbers and buying home furnishings themselves.

Handelsband reports that almost half the jobs in radio, television, and the press, and most of the teaching positions in elementary education, are held by women. They also own and manage nightclubs, are pilots, ship captains, mayors, and bank directors as well as traffic officers, taxi drivers, and detectives.

Even if their husbands return, many women will probably have to continue working because wages are so low both incomes will be needed to support their families. Surveys have also shown that once Egyptian women have worked outside the home, they will not stay at home again, no matter how traditional they consider themselves. Source: *World Press Review*, December 1983.

North America

Population Estimates

Statistics Canada estimates a total of 24,963,200 people in Canada as of Oct. 1, 1983.

The population for the provinces and territories is estimated as follows:

Ontario, 8,854,700
Quebec, 6,530,000
British Columbia 2,837,700
Alberta, 2,345,500
Manitoba, 1,049,600
Saskatchewan, 997,400
Nova Scotia, 863,000
New Brunswick, 709,200
Newfoundland, 580,800
Prince Edward Island 124,500
Northwest Territories, 48,700
Yukon, 22,100.

To obtain information on population estimates, contact Lise Ofori Attah (613) 995-2212, Demography Division, Statistics Canada

Canada

In the past 20 years, the population of Canada has increased by 50 percent, but the number of university graduates has increased over 300 percent, according to *Canada Update* (Vol. 2, No. 2), a newsletter that features ongoing analysis of 1981 census findings.

In 1981, 1 in 12 Canadians had a university degree as compared with 1 in 20 in 1971.

One reason for the growth in education is the Canadian baby boom. From 1952 to 1966, between 400,000 and 500,000 children were born every year, twice the annual average in the previous decades. By 1965, about 6.6 million children had been added to the Canadian population. By the mid-1970s, the number of students enrolled in the high school system was five times that of the early 1950s when the baby boom began.

In 1961, 1.2 million Canadians were in their early 20s, just embarking on careers, and only one in ten had been to a university. By 1971, there were nearly 2 million in this group of whom one in five had been to university. By 1981, however, there were 2.3 million people in their early 20s, and the proportion who had been to university remained at one in five.

These facts and others on Canadian education are found in "Schooling in Canada," catalogue number 99-938, $3.50. Order from Publications Sales and Services, Statistics Canada, Ontario K1A OT6 Canada.

Europe

Portugal Joins the Ten Million Club

At an estimated 10.1 million in mid-1983, the population of Portugal has entered the "Ten Million Club." Two other countries — Belgium and Greece — are also nearing the mark. Belgium had an estimated population of 9.86 million in June 1983 and Greece had 9.79 million in mid-1982. Because of low fertility rates, these two nations may never surpass the ten million benchmark. Belgium's population is actually decreasing.

West Germany's Working Women

About 40 percent of West German housewives hold a salaried job, according to a survey by the CMA agricultural marketing organization, reported by the German Information Center at 410 Park Avenue in New York. Those surveyed cited financial reasons, but also satisfaction, contacts with others, provision for retirement, and personal independence as reasons for working outside the home.

United Kingdom

The number of marriages in Great Britain declined in 1981, the first such decline since 1963. Sixty-five percent

continued

Regional Update: Europe, Recent Census Results and Official Estimates (1980-1983)

A large number of European nations have recently released census counts and official population estimates not included in earlier U.N. estimates or forecasts. In alphabetical order, these countries are:

	Census		Official Estimates	
Country	*Date*	*Population*	*Date*	*Population ('000)*
Austria +	05/12/81	7,555,338	07/01/82	7,571
Belgium +	03/01/81	9,848,647	07/30/83	9,856*
Bulgaria	—	—	07/01/81	8,891
Czechoslovakia	12/01/80	15,283,095 +	05/31/83	15,410*
Denmark +	—	—	09/01/83	5,119*
Finland +	11/01/80	4,784,710	11/30/82	4,841*
France	03/04/82	54,334,871	07/01/82	54,219*
East Germany +	—	—	06/30/81	16,736*
West Germany +	—	—	01/31/83	61,522*
Greece	04/05/81	9,740,151	06/30/82	9,793*
Hungary	01/01/81	10,709,463	06/30/83	10,702*
Iceland +	12/01/80	229,000	07/01/81	231*
Ireland	04/05/81	3,443,405	04/15/82	3,483*
Italy	10/25/81	56,556,911	12/31/82	56,742*
Luxembourg +	03/31/81	364,606*	12/31/81	366*
Malta	—	—	06/30/82	360*
Netherlands +	—	—	04/30/83	14,349*
Norway +	11/01/80	4,091,132	02/28/83	4,126*
Poland	—	—	06/01/83	36,571*
Portugal	03/16/81	9,794,100*	07/01/83	10,099*
Romania	—	—	07/01/81	22,353
Spain	02/28/81	37,746,260*	07/01/82	37,935*
Sweden +	09/08/80	8,320,438	06/30/83	8,331*
Switzerland +	12/02/80	6,365,960	01/01/82	6,384*
U.K.	04/05/81	55,671,000*	04/05/81	55,671*
Yugoslavia +	03/31/81	22,352,200	04/30/83	22,795*
U.S.S.R.	—	—	07/01/82	269,994*

+ de jure Population
** Provisional*
Sources: PVSR, October 1983; Population, March 1982

of the 352,000 marriages were the first for both partners; 19 percent were the first for one partner; and in 16 percent of the cases both partners were remarrying. These proportions have remained about the same over the past few years, according to the Office of Population Censuses and Surveys.

The 1981 median age for marriage of men was 25.9, reflecting the 60.6 year median age for widowers and the 35.9 year median age for divorced men. For women, the median age at marriage was lower, 23.4 with 55.3 years for widows and 33.4 years for divorced women.

The median age for both men and women entering first marriages has risen since 1966, but the median age for both sexes who remarry has declined.

July, August and September are the th[illegible] most popular marriage months in Great Britain followed by April, May and June.

For more information on British marriages, write for OPCS Monitor FM2 83/2, at Information Branch (Dept. M), Office of Population Censuses and Surveys, St Catherines House, 10 Kingsway, London WC2B 6JP England.

United Kingdom

New population estimates and projections for England and its constituent regions have been released by the Office of Population Censuses and Surveys in London.

For the first time, provisional data from the 1981 census were used to compute the projections. In addition, a new definition of resident population was used.

Before 1981, residents of England who were outside Great Britain during the census were excluded and foreign visitors in England were included. Now the converse applies. This change, OPCS says, is the main reason for the estimate for England being 315,000 people higher — less than 1 percent — than the 1981 population that had been projected from mid-1979 data.

A slow rate of growth for England is estimated for the next two decades, from 46.8 million in 1981 to 48.6 million in the year 2001. The growth will not be spread equally over time. Practically no growth is predicted between 1981 and 1986 — only 160,000 people. Thereafter, OPCS forecasts an increase of more than half a million people for every five-year period until 2001.

Another difference between the new estimates and older ones is that both fertility and mortality assumptions for 1981 and 1991 have been revised downward. Because these changes tend to cancel each other out, the total population figures are not affected significantly, but an older age distribution is foreseen.

According to OPCS, the decline in the population of Greater London is expected to cease by the late 1980s and then to increase slightly by the end of the century. Still, the projected population of Greater London will be less in 2001 than it was in 1981.

England: Population Projections by Region: 1986, 1991, and 2001*

Area	Population ('000)				Percent Change				
	1981 (Base)	1986	1991	2001	1981-86	1986-91	1981-91	1991-2001	1981-2001
England	46,786	46,949	47,486	48,557	+0.3	+1.1	+1.5	+2.3	+3.8
North									
Yorkshire	3,114	3,059	3,034	2,987	1.7	−0.8	−2.6	−1.5	−4.1
Humberside	4,907	4,890	4,913	4,967	−0.4	+0.5	+0.1	+1.1	+1.2
East Midlands	3,840	3,890	3,970	4,129	+1.3	+2.1	+3.4	+4.0	+7.5
East Anglia	1,895	1,959	2,035	2,185	+3.4	+3.9	+7.4	+7.4	+15.3
Southwest	4,362	4,444	4,547	4,750	+1.9	+2.3	+4.2	+4.5	+8.9
West Midlands	5,181	5,193	5,240	5,333	+0.2	+0.9	+1.1	+1.8	+2.9
Northwest	6,460	6,357	6,319	6,285	−1.6	−0.6	−2.2	−0.5	−2.7
Southwest	17,027	17,157	17,431	17,936	+0.8	+1.6	+2.4	+2.9	+5.3
Of which:									
Greater London	6,851	6,776	6,782	6,797	−1.1	+0.1	−1.0	+0.2	−0.8
Remainder (of Southeast)	10,176	10,381	10,649	11,139	+2.0	+2.6	+4.7	+4.6	+9.5

* Standard regions, which include the following shires:
—North: Cumbria, Northumberland, Tyne and Wear, Durham, and Cleveland;
—Yorkshire and Humberside: North, West, and South Yorkshire, and Humberside;
—East Midlands: Derbyshire, Nottinghamshire, Lincolnshire, Leicestershire, and Northhamptonshire;
—East Anglia: Cambridgeshire, Norfolk, and Suffolk;
—Southwest: Gloucestershire, Avon, Wiltshire, Somerset, Dorset, Devon, and Cornwall;
—West Midlands: Shropshire, Hereford and Worcester, Staffordshire, West Midlands, and Warwickshire;
—Northwest: Lancashire, Merseyside, Great Manchester, and Cheshire;
—Southeast: Greater London, Essex, Kent, Surrey, East Sussex, West Sussex, Bedfordshire, Hertfordshire, Buckinghamshire, Oxfordshire, Berkshire, and Hampshire.

Source: OPCES Monitor, September 1983

Oceania

Australia

Australia's recently-released 1983 statistical yearbook includes final data from the 1981 Census of Population and Housing.

Australia's population grew from 13.1 million in 1971 to 14.9 million in 1981. The average rate of growth declined from 2.5 percent in the period from 1966 to 1971 to 1.2 percent between 1976 and 1981.

Projections for the year 2001 estimate that Australia's population will be between 19 and 20.5 million, depending on the set of fertility, mortality, and migration assumptions used. Australia's population currently grows as much by migration as by fertility.

The following data update some statistics provided in the Australia profile published in *International Demographics* in March 1983.

Cities With More than 100,000 People: 1981

Sidney	3,280,900
Melbourne	2,803,600
Brisbane	1,086,500
Adelaide	952,700
Perth	918,000
Newcastle	402,300
Canberra	246,100
Wollongong	231,000
Hobart	170,900
Gold Coast	164,100
Geelong	142,100

Australia—Population and Demographic Indicators: Mid-1981

Total Population ('000)	14,926.8
Males ('000)	7,449.6
Females ('000)	7,477.2
Birth Rate (per thousand)	15.8
Death Rate (per thousand)	7.3
Rate of Natural Increase (per thousand)	8.5
Net Migration Rate (per thousand)	8.0
Rate of Growth (percent)	1.6
Median Age	29.6
Population Aged 0-14 (percent)	25.0
Population Aged 65 + (percent)	9.7
Sex Ratio (males per 100 females)	99.6
Infant Mortality Rate (per 1,000 live births)	10.0
Life Expectancy at Birth, all	74.8
Males	71.4
Females	78.4
Total Fertility Rate	1.9
Median Age at First Marriage, Males	24.4
Females	22.1
Median Age at First Divorce, Males	35.5
Females	32.8
Unemployment Rate, all (percent)	6.6*
Males	5.6*
Females	8.2*
Participation Rate, all (percent)	60.9*
Males	77.4*
Females, all	44.7*
Females, married	42.4*

*May 1982

Source: Australian Statistical Yearbook, 1983

Singapore Urges College Women to be Mothers

Singapore's Prime Minister, Lee Kuan Yew, wants the best of both worlds. There is a shortage of labor in his country and he wants the best-educated women to work for a living, as three-quarters of them already do. He also wants them to combine this with marriage and children, to change what he calls a lopsided pattern of reproduction.

The country's 1980 census showed that women with higher or further education bear only 1.7 children, on average, compared with 3.5 for women with no education. The prime minister says he regrets that, among women who are age 30 or over, almost one in five with higher education is single as against one in 25 of those with no education.

He cites controversial research from the University of Minnesota to claim that inherited traits are four times more important than those acquired by upbringing. He fears that the quality of Singapore's population will deteriorate unless educated women opt for both marriage and motherhood.

His remarks have caused a furor. Critics say it is reminiscent of Adolf Hitler's vision of a master race and of the regimented society portrayed by George Orwell in his book *1984*. That these criticisms have found their way into Singapore's usually compliant newspapers suggests that the prime minister favors a frank debate as a way of persuading educated women to heed his views.

There is, however, a conflict between the two aims. Statistics show that in Singapore marriage is the single biggest factor which keeps women from going out to work. One study shows that among women with secondary education or better, 90 percent of the single ones have jobs, but only 43 percent of the married ones. More of the married women with higher education (42 percent) elected to be full-time housewives than those with secondary schooling (38 percent).

Figures to explain this are not available. There have been no surveys to relate preferences between homemaking and jobs to educational achievements. Sociologists have a theory, however. They blame conditions at work.

Males are paid more, on every rung of the hierarchy. For employees with higher education, the men get an average 53 percent more than women. This is partly because employees are reluctant to give women responsibilities in case their chores as mothers oblige them to take breaks from work. This encourages women who want to have successful careers to opt out of motherhood or at least to keep household duties to a minimum by having fewer children.

For women in the lowest paid jobs (assembly work for example) the shortage of labor has compelled management to allow work to be done in the home, with some factories introducing four-hour shifts from 6:00 p.m. to 10:00 p.m. But no such arrangements have been made for professional and managerial staff or even in clerical jobs where women outnumber men.

Mothers suffer another handicap. Most people in Singapore live in government housing estates, many of which have nurseries as part of their community centers. But the quality of these is unlikely to meet the needs of a more choosy, well-educated mother. She tends to rely upon domestic help which is increasingly difficult fo find, especially since the recent introduction of measures to reduce the numbers of guest workers, now one-eighth of the population.

A further factor is the policy adopted by Singapore to reduce its birth rate, from 32 per 1,000 people in 1964 to 16 now. This includes a proviso that any child after the second gets no priority in school admission, a dire penalty in a society which puts a high premium on merit. Educated couples would want to avoid

continued on p. 15

Tracking Canada's Baby-Boom Generation

The following article is excerpted with permission from John Kettle's The FutureLetter, *a newsletter on Canadian economics, population, and the general business climate. Non-subscribers to* The FutureLetter *can order Canadian population forecasts to the year 2001 from* The FutureLetter, *135 Maclean Avenue, Toronto, Ontario, Canada M4E 3A5 for $67.*

The concept of an aging society is growing familiar. But does this mean you should now be targeting your market strategy exclusively at old people? It does not. The aging of the population is going to take a long time. Two broad approaches are possible.

For those companies and other institutions that want to address the largest age cohorts, the trick is to "Follow the Big Generation" — particularly, follow the people born around the peak year of 1959, who are aged 25 today. For companies whose market depends on a single age group, the trick is to know when it reaches its maximum size.

Table 1 tracks the largest five-year age group in the population in the years from now to 2001. It is based on recently released data from the 1981 census of Canada. This particular forecast assumes a slow decline in fertility, from today's 1.7 children per woman to 1.4 children per woman in 2001, and a steady annual immigration rate of 0.6 percent.

Regardless of the movement of the Big Generation bulge through the age strata, your product may be suited only to a particular age group. You sell baby food, run a retirement home, manage a school board, or are in custom tailoring. For you, the more important questions are, "Has my market reached maximum size yet? When will it hit the peak? Or how much will it shrink?"

Using the same population forecast, Table 2 shows roughly when each main age group will reach its highest point between the years 1981 and 2001.

The forecasts shown in the tables combine four fertility assumptions with three immigration rate assumptions. In each, the recent trend of the mortality rates is assumed to continue into the future, as are the emigration rate trends, which I believe to be largely related to age and sex, the main years for emigration being ages 20 to 34.

But fertility and immigration rates cannot be assumed to follow recent trends. They are much more susceptible to change. Fertility is changeable because people have wide choice in the size and timing of their families and are more affected by their own circumstances than by any long-term trends. Immigration is changeable because it is almost entirely controlled by Ottawa, the number of immigrants (or more exactly the immigration rate) being determined in relation to the unemployment rate. The higher the unemployment is, the lower the level of immigration allowed.

The forecasts run a gamut of possible fertility and immigration rates that is a little wider than Statistics Canada has recently looked at, but which I think can be justified by social and economic shifts we are going through now, or soon will be — notably the continuing movement of women out of the home and into the workplace.

Canada's Population: 1981-2001

(in thousands)

Table 1: Peak year for five-year age groups

(fertility in 2001: 1.4, immigration rate throughout: 0.6 percent)

Year	*20-24*	*25-29*	*30-34*	*35-39*
1981	2343.8	2177.6	2038.6	1630.2
1983	**2348.1**	2255.1	2097.7	1780.8
1985	2305.4	2300.8	2160.2	1895.3
1987	2245.1	**2313.1**	2213.1	1994.6
1989	2183.9	2299.8	2248.7	2073.2
1991	2130.1	2271.1	**2265.2**	2134.1
1993	2086.7	2235.5	2265.0	2177.1
1995	2053.6	2199.4	2252.5	2203.2
1997	2029.1	2166.3	2232.5	**2214.8**
1999	2010.5	2137.8	2208.8	2214.7
2001	1995.4	2114.2	2184.6	2206.5

Table 2: Changes in ten-year age groups

(in thousands)

(fertility in 2001: 1.4, immigration rate throughout: 0.6 percent)

Year	*0-9*	*10-19*	*20-29*	*30-39*	*40-49*	*50-59*	*60-69*	*70-79*	*80+*
1981	3560.2	4235.4	4521.4	3668.8	2593.3	2423.4	1823.6	1066.1	450.6
1986	3636.5	3866.2	4586.9	4137.3	3033.2	2462.6	1991.3	1233.9	533.3
1991	3607.0	3745.1	4401.2	4399.3	3530.6	2661.4	2109.5	1380.8	645.4
1996	3471.0	3698.2	4222.8	4453.8	3923.1	2996.8	2251.6	1508.0	772.7
2001	3278.1	3626.7	4109.5	4391.1	4154.7	3362.7	2468.3	1633.1	907.9

Table 3: Assumptions and results for six forecasts

	Assumptions		*Numbers in 2001:*		
Forecast	Fertility rate in 2001	Immigration rate 1981-2001	Births	Immigrants	Total Population
No. 1	2.0	0.8%	446,000	242,000	30.6 million
No. 2	1.7	0.8%	376,000	237,000	29.9 million
No. 3	1.7	0.6%	354,000	170,000	28.6 million
No. 4	1.4	0.6%	289,000	168,000	27.9 million
No. 5	1.4	0.4%	272,000	107,000	26.7 million
No. 6	1.1	0.4%	212,000	104,000	26.1 million

Source: The FutureLetter, Toronto, Ontario.

At the low extreme, one pair of fertility and immigration assumptions actually produces a future in which the population of Canada grows by less than 2 million over the next 20 years, reaches a peak, and starts to decline — all in this century. At the high extreme, the population adds another 6 million and grows past 30 million by century's end.

Table 3 shows the assumptions and some results in 2001 for six of the forecasts.

In all cases, births contribute about twice as many additional people to the population as immigration does. Only the lowest fertility rate and the highest immigration rate produce results of about the same size. And not only is the number of births more important to the size of the Canadian population, it is almost entirely responsible for its shape. Immigrants come in all ages, and are in effect scattered throughout the age strata in the population, while the new-born are all of one age.

The population is aging, of course. In 1981, half the people in Canada were under the age of 30, but by 2001, according to the highest population forecast (that is, the one with the largest number of new young people), the median age will be close to 35, and in the lowest forecast (the one with the fewest new young people), half the people will be over age 38. •

Publications / *cont. from p. 9*

In addition to its general findings, the book discusses in detail, trade statistics for the Japanese market, obstacles, present and future successes, challenges, and opportunities, with specific chapters on opportunities in financial services, computer software services, medical management services, video tape rentals, and truck leasing.

Structural Change and Prospects for Urbanization in Asian Countries by Gavin W. Jones, 1983, Honolulu: Hawaii: East-West Population Institute, 46 pp., $12, 8 issues per year.

If urbanization takes place as rapidly as past trends would indicate, Asian cities such as Calcutta and Bombay could have as many as 40 million people by 2025. Even with more moderate growth the United Nations projects that Calcutta will have 15.9 million people and Bombay 16.3 million people by the year 2000.

Some theorists believe that urbanization is necessary in order for a country to modernize, but India and other countries that have low urbanization now and densely settled rural areas probably cannot support the size cities that even moderate growth will produce. Jones argues that it is not urbanization per se that encourages modernization, but rather other circumstances that just happen to be present in urban areas.

"It seems possible that stresses on development of rural education, communications, community development efforts, and rural industry, linked with the greater pliability of rural populations in the face of strong government programs, could mean that the developmental aspects of urbanization could equally be captured in rural areas," Jones concludes. •

Singapore / *cont. from p. 13*

inflicting this on their children and so they limit the size of their families.

Lee Kuan Yew, and the colleagues who agree with him, do not address these problems. They cannot, unless they make distinctions between the rich and the poor, the better educated and the less educated. Their thoughts have turned instead to solutions such as matchmaking by computers, currently popular in Japan, or adding to the university curriculum a program to encourage marriage and child-bearing.

But if actual reproduction is "lopsided", as Lee contends, the evidence suggests that the problem is not the lack of motivation but the sacrifices that mothers will have to make in their careers or leisure to meet the prime minister's expectations. •

—Dilip Mukerjee

—People News/Features

Strategic Demographics in Asia

The *Asian Wall Street Journal Weekly* and *International Demographics* join forces March 28 at the San Francisco Hilton to present a one-day seminar on using demographics to expand Asian trade.

Robert Keatley, publisher of the *Asian Wall Street Journal* in Hong Kong, will keynote the seminar with an assessment of the business climate in Asia.

Doris Walsh, editor of *International Demographics*, will take a country-by-country look at the demographics of the region, focusing on the growing middle class, rising educational levels, and increasingly skilled labor force.

David Mozingo, president of Califas, Ltd., a firm that represents companies in China, will share his unique insights into opportunities available in the Chinese market.

The afternoon program will feature four speakers, each of whom will use case studies to lead the participants through some aspect of entering the Asian market. Will Pilcher, strategic market research director for Levi Strauss International; Gordon Stiegler, a former vice president of Carnation Company, and Megumi Niimura, senior vice president of Young and Rubicam/Dentsu will give advice on advertising, planning, and product adaptation and market research in Asia.

Cost of the conference is $240 for members of the Demographic Institute or $280 for non-members. Participants who elect to also attend the U.S. demographics in strategic planning conference the next day at the same location will pay a combined rate of $380 for Institute members or $440 for non-members.

To register or obtain a brochure, call Ellen Marsh, toll-free, at (800) 828-1133. (NYS residents call (800) 462-8686.) •

Coming Next Month

Seekers and Climbers both offer potential markets to consumer goods companies. How to use clusters to make initial market assessments.

Profile: Modern Ireland goes east and urban.

Sources

(UNESCO) The United Nations Educational, Scientific and Cultural Organization

Editor's Note: On December 29, the United States notified UNESCO that it is withdrawing as a member on January 1, 1985. The U.S. has retained its right to change its mind if policies of the organization change. President Reagan objects to UNESCO's attempts to license journalists and create its new world information order described in the article below. The effect, if any, on the availability of UNESCO publications will be reported as it becomes known.

While other committees of the United Nations discuss political entanglements and argue about protectionism, the United Nations Educational, Scientific and Cultural Organization (UNESCO) is more concerned with helping nations make better use of their resources — both human and natural.

Since its founding in 1946, one of UNESCO's primary concerns has been to eliminate illiteracy, a condition it believes contributes to the slow development of some nations. Particular attention is devoted to vocational training and skills that can be used in the socio-economic development of countries where illiteracy rates remain high.

Besides its concern with the development of human potential, UNESCO also funds scientific studies such as the effects of man-made pollution and the evaluation of mineral wealth buried beneath the sea. And, it campaigns to safeguard the world's cultural heritage. Sites and monuments such as those in Nubia, Egypt; Sukhothai, Thailand; Venice, Italy; and the Athens-Acropolis, Greece have received public attention, mainly as a result of UNESCO's efforts.

Currently, the Paris-based organization's agenda includes the controversial "New World Information and Communication Order" that would regulate the flow of information from less developed countries and curtail the privileges of news wire services such as Associated Press, United Press International, Reuters, and Tass that are believed to report news "damaging" to Third World countries. UNESCO maintains that information should not turn into an instrument of power for the exclusive use of those who possess technology to allow them to disseminate news. The organization hopes for a gradual improvement in the attitudes and education of journalists and a sharp decrease in inaccurate reporting.

The general public has access to the work of UNESCO through an extensive list of publications.

The most important publication from the researcher's point of view is the *UNESCO Statistical Yearbook* (the 1982 edition is priced at $109.75 and is the latest available). Its 11 sections include data on illiteracy (male and female); school enrollment by sex and age; pupil-teacher ratios; expenditures on education, research and development in scientific and technical areas; the number of personnel working in science and technology; the number of book titles published; the languages into which books are translated; the number of museums and the number of visitors per year; libraries and their holdings; number and circulation of daily and weekly newspapers; theater and film performances and number of attendees; and radio and television broadcasting data. Each table offers aggregate and country-by-country data.

The Statistical Digest 1982 ($11.50) includes a summary of basic statistics available on a country-by-country basis, including general demographic data.

A report on the new information order, *Many Voices, One World: Communication and Society Today and Tomorrow*, costs $19.75.

Another recent report on social issues is *Living in Two Cultures: The Socio-Cultural Situation of Migrant Workers and Their Families* (1982), at $52.00.

A valuable collection is the Studies and Documents on Cultural Policies series which includes many countries, each priced separately. For example, *Cultural Policy in the Kingdom of Saudi Arabia* costs $9.25, whereas *Cultural Policy in Peru* is priced at $5.25.

Of particular interest to demographers will be Ta Ngoc Chau's *Demographic Aspects of Educational Planning* (1980-$6.00) which contains useful data on the relationship between demographic realities in many less developed countries and their educational planning.

Periodicals of potential interest include the following:

The UNESCO Courier — official monthly illustrated magazine in 25 languages, including English, $16 per year.

International Social Science Journal — state-of-the-art information on selected disciplines analyzing diverse subjects from "Women in Politics," to "Sporting Life" and treating speculative topics such as Dilemmas of Communication, $37 for four issues.

Educational Documentation and Information — quarterly that describes and evaluates documents about education ranging from environmental education to in-service teacher training, $18.

Cultures: Dialogue Among Peoples of the World — quarterly review devoted to cultural themes — literature, anthropology, sociology, linguistics, religion, music and artistic values, $37.

Many UNESCO publications are available through UNIPUB. By writing to them at 1180 Avenue of the Americas, New York, NY 10036 or telephoning (212) 764-2791, you can be added to the UNIPUB mailing list and receive a UNESCO catalogue. Orders for books and journals should be placed with UNIPUB, P.O. Box 433, Murray Hill Station, New York, NY 10157; telephone toll free 1-800-521-8110 or in Michigan, 313-761-4700. For documents unavailable through UNIPUB, contact UNESCO, 7 Place de Fontenoy, 75700 Paris, France. •

—Joseph Kechichian

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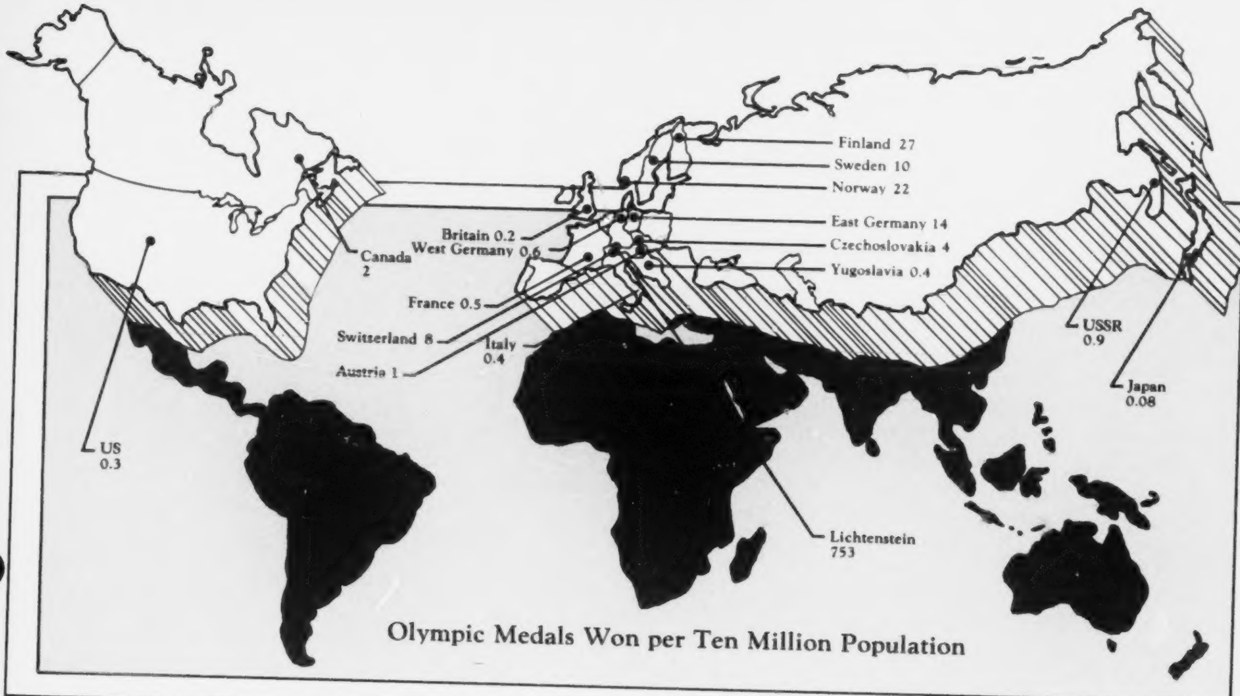

Olympic Medals Won per Ten Million Population

Olympic Games

Seventeen nations won 117 medals at the Winter Olympics in Sarajevo, Yugoslavia, last February. The Soviet Union took home 25 of them. East Germany won 24, Finland 13, and Norway 9. The United States tied with Sweden in fifth place, winning 8 medals.

On a per capita basis, the Soviets' 25 medals pale in comparison to the 2 won by Lichtenstein. Based on population size, the Soviet Union should have won more medals than any other country; tiny Lichtenstein should not have won any medals at all.

The Soviet Union won 1 medal for every 11 million people in its population of 272 million. Lichtenstein won 1 medal for every 13,500 people in its population of 27,000, the equivalent of 753 medals per 10 million population. If Lichtenstein's population was the size of the Soviet Union's, Lichtenstein alone would have won more than 20,000 medals at Sarajevo, if there had been that many to give away.

The rankings of Olympic medal winners are dramatically different on a per capita basis — when a country's population size is taken into account. Following Lichtenstein's commanding lead are Finland and Norway, each winning the equivalent of more than 20 medals per 10 million population. East Germany came in fourth with 14 per 10 million. The USSR ranked 10th in medal victories on a per capita basis.

The United States, the second largest country represented at the Olympics, should have won more medals than any other nation except the Soviet Union. Instead, it ranked 5th with its 8 medals and a poor 15th among the 17 medal winners on a per capita basis, with 0.3 medals won per 10 million Americans. Only Britain and Japan fared worse.

Japan, with a population of 119 million, won only 1 medal, the equiv-

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alent of just 0.08 medals per 10 million population. If the nations that won medals at the Olympics had all performed at Japan's rate, only 5 medals would have been given away. If all had performed at Lichtenstein's rate, then more than 72,000 medals would have been won at the Winter Olympics. •

—Cheryl Russell

Around the World

International Union for Scientific Study of Population

If you like to plan in advance, put this on your 1985 calendar. The 20th general conference of the International Union for the Scientific Study of Population will be held June 5-12, 1985 in Florence, Italy. The meetings attract more than 1,000 specialists in population studies from throughout the world.

For further information on the program, contact Bruno Remiche, Executive Secretary, International Union for the Scientific Study of Population, Rue des Augustins 34, B-4000 Liege, Belgium.

Working Women Worldwide

Female labor force participation rates in four of nine foreign countries tracked by the United States Bureau of Labor Statistics are similar to those in the United States. Consumers markets in these countries should be monitored for the effect of working women.

The labor force participation rates reported in the January 1984 *Monthly Labor Review* show the percent of all women of working age who are in the labor force. The rates have been adjusted to approximate U.S. definitions.

Canada, Japan, Sweden and Australia are the four countries whose labor force participation rates for women were most similar to those in the United States in 1982. Great Britain and France also had similar rates in 1981, but 1982 data were not available.

Sweden's 1982 labor force participation rate for women was the highest at 60.7 percent. The rate in Canada was 51.6 percent, and in Japan, 47 percent. The rate in the United States was 52.6 percent. Great Britain reported a 48.1 percent rate and France a 43.1 percent rate in 1981.

Rates for Italy, the Netherlands, and West Germany were the lowest, at 29.9 percent for Italy, and 38.9 percent for West Germany in 1982, and a 1981 rate of 33.3 percent for the Netherlands.

Increased numbers of women in the labor force can affect business in all sorts of ways. In Great Britain, for example, where the labor force participation rate of women is nearly 50 percent, dairies are trying afternoon deliveries to catch women when they are at home.

Source: *The Monthly Labor Review.*

Health Data Guide Available

An International Health Data Reference Guide is available free from the U.S. Department of Health and Human Services. The guide, which includes information on 15 countries, does not give data but rather indicates the latest year for which data are available and gives addresses where such data can be obtained.

The United States, Canada, Japan, and Australia are the only non-European countries included in the 15.

Order the guide (DHHS Publication No. (PHS) 84-1007) from the U.S. Department of Health and Human Services, Public Health Services, National Center for Health Statistics, 3700 East-West Highway, Hyattsville, MD 20782.

West Germany's Birth Rate Falls

The West German birth rate fell to 10.1 births per 1,000 inhabitants in 1983, the lowest of any country in the world. Over half of the country's 22.8 million families are without children, according to the Federal Bureau of Statistics in Weisbaden and more than half of families that do have children have only one.

Reasons cited for the downward trend include the birth control pill, legalized abortion, and women's preference for work to caring for children. In addition, growing numbers of couples who want children are unable to have them and are turning to hormone therapy, sperm banks, and adoption.

No Mid-Decade Census in United Kingdom

The United Kingdom was considering having a Census of Population and Housing in 1986, but the idea has been rejected because of the cost and the burden on the public, according to the Office of Censuses and Surveys. Therefore the OPCS will continue to release detailed information from the 1981 census and plans the next complete census for 1991.

The Gambia's 1983 Census Results

A preliminary assessment of the April 1983 census of The Gambia shows that there were 695,886 people present in the country at the time of the census. The Office of Statistics estimates that the preliminary total is off by plus or minus 20,000 people.

Free for the Asking

Having no luck trying to find demographic data for a special project? Subscribers to International Demographics can call Sam Fridman or Doris Walsh for help in finding international demographic data. The data you are looking for may even be in the research library. It is a free service for all International Demographics subscribers. Just call us in Ithaca, New York at (607) 273-6343 between 8:30 a.m. and 5 p.m. EST•

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Population Shifts in War-Torn Lebanon

Lebanon has not had a census since 1932. Recent events have presumably altered the population structure as both Lebanese and non-Lebanese have emigrated, the death rate has remained high because of war and the disruption of medical care, supplies, and facilities, and people's normal living patterns have been interrupted.

Yet, a reasonable assessment of the age and sex distribution of the population is important for political, economic, public policy, and business reasons.

Robert H. Weller, professor of sociology and a research associate at the Center for the Study of Population, Institute for Social Research, Florida State University, Tallahassee, has studied the population of Lebanon thoroughly and made estimates of the population for 1982. Although Weller has written a paper detailing the methodology for his estimates, he nonetheless calls them "educated guesses based on likelihood and plausibility."

"The estimates should be regarded as general indicators of population change and composition rather than taken as accurate in exactness," Weller says.

Weller estimates the June 1, 1982 total population of Lebanon at 2,952,571 people. This total takes into consideration net emigration since 1975 of about 600,000 people.

"Despite the exactness of the numbers themselves, the general nature of the estimations should be stressed," Weller says.

Urban Areas

Greater Beirut consists of the city of Beirut and surrounding suburbs. Most of Greater Beirut's population growth between 1975 and 1980 took place in the suburbs. The events following 1975, when the civil war escalated, caused the destruction of central Beirut and a massive exodus of western foreigners, most of whom lived in the city rather than in the suburbs. Even before 1975, most of the internal migration into Greater Beirut was into the suburbs, and birth rates were higher in the suburbs than in the city.

From 1975 to 1982 there was war and massive relocation of the popu-

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Estimated Population of Lebanon by Age and Sex: June 1, 1982

	Number		
Age	*Male*	*Female*	*Total*
All ages	1,453,759	1,498,812	2,952,571
0-4	191,682	185,518	377,200
5-9	182,543	176,382	358,925
10-14	190,831	184,881	375,712
15-19	177,867	172,768	350,635
20-24	134,517	146,842	281,359
25-29	100,516	118,154	218,670
30-34	80,964	88,616	169,580
35-39	63,966	70,552	134,518
40-44	58,014	63,965	121,979
45-49	59,289	61,628	120,917
50-54	57,164	58,651	115,815
55-59	47,814	48,877	96,691
60-64	33,363	34,851	68,214
65-69	28,689	30,814	59,503
70-74	23,588	26,138	49,726
75-79	14,026	17,213	31,239
80+	8,926	12,962	21,888

Population of the City, Suburbs, and Greater Beirut and Other Major Urban Centers by Age and Sex: 1982

	City of Beirut		Suburbs of Beirut		Greater Beirut		Tripoli		Sidon		Zahle		Journieh		Baalbek	
Age	*Male*	*Female*	*Male*	*Female*	*Male*	*Female*	*Male*	*Female*	*Male*	*Female*	*Male*	*Female*	*Male*	*Female*	*Male*	*Female*
All ages	251,978	257,275	579,456	585,169	831,434	842,444	98,131	99,945	51,914	52,874	22,309	22,721	14,200	14,466	12,141	12,363
0-4	22,627	22,361	73,120	71,690	95,747	94,051	11,612	11,054	6,141	5,847	2,629	2,513	1,679	1,600	1,437	1,367
5-9	27,634	26,614	78,073	74,824	105,707	101,438	13,387	13,486	7,082	7,136	3,043	3,065	1,937	1,950	1,657	1,669
10-14	30,901	31,384	73,546	72,342	104,447	103,726	13,627	13,258	7,209	7,014	3,098	3,015	1,973	1,919	1,686	1,640
15-19	31,085	32,454	65,826	67,425	96,911	99,879	13,048	12,879	6,903	6,813	2,966	2,928	1,888	1,864	1,614	1,593
20-24	27,251	26,444	58,040	65,131	85,291	91,575	9,093	9,957	4,810	5,267	2,067	2,264	1,317	1,441	1,125	1,232
25-29	21,609	23,245	47,892	52,909	69,501	76,154	6,259	7,908	3,310	4,185	1,422	1,798	906	1,145	775	979
30-34	14,411	15,975	39,390	41,051	53,801	57,026	5,337	6,136	2,823	3,246	1,214	1,394	773	888	661	759
35-39	12,177	13,727	31,382	29,048	43,559	42,775	4,187	4,745	2,217	2,511	952	1,079	607	687	518	587
40-44	11,158	11,298	25,210	23,529	36,368	34,827	4,270	3,820	2,259	2,022	970	868	618	552	528	472
45-49	11,458	12,113	22,175	20,639	33,633	32,752	3,361	3,715	1,777	1,964	765	845	486	538	416	459
50-54	12,377	13,029	20,470	19,751	32,847	32,780	3,756	4,258	1,987	2,253	854	968	544	617	465	526
55-59	9,033	7,939	11,204	12,400	20,237	20,339	2,741	2,311	1,452	1,222	624	525	396	336	338	286
60-64	7,306	7,357	10,699	9,696	18,005	17,053	2,537	2,007	1,343	1,061	577	456	367	291	313	248
65+	12,951	13,335	22,429	24,734	35,380	38,069	4,916	4,411	2,601	2,333	1,118	1,003	709	638	608	546

Source: UNESOB (1972b) and Liban (1972:62)

Country Profile

Republic of Ireland

Free-roaming sheep splashed with psychedelic red and blue identifying colors, spade-sculpted bogs, peat in loosely-stacked pyramids to dry — these are some of the memories a visitor brings back from the lush, emerald Irish countryside.

Yet these rustic sights belie that the western countries of the present Republic of Ireland comprise an area reportedly among the first in Western Europe to hold a modern census — the so-called congested regions survey. Compiled by the British in the first half of the last century, when the whole of the country was governed from London, the data were collected for community planning purposes.

Since partition in December 1921 creating the 26-county Irish Free State as part of the British Commonwealth (which Ireland left in 1948), and six-county Northern Ireland as part of the United Kingdom, the government in Dublin has taken ten full or partial censuses, beginning in 1926. The first three were carried out at ten-year intervals. Five-year tabulations were initiated in 1951. The Irish skipped their census in 1976, however, apparently because of budget constraints, and a largely politically-motivated head count was made in 1979 prior to a general election.

Data from the 1979 census are sometimes used in official reports, but this profile is based on the last full census taken on the evening of April 5, 1981. Complete published results are still not available. Austerity financial restrictions were cited for the delay by a government spokesman, when *International Demographics'* correspondent visited Dublin.

Ireland has some 13 different administrative and census divisions. Most important to marketers are probably the provinces, counties, and county boroughs. The four provinces are Leinster, Munster, Connacht, and the three counties of Ulster that are in the Republic. Population centers included in aggregate town data have 1,500 or more residents. Those included in the aggregate rural count have fewer than 1,500 residents.

The April 1981 census counted all people within a local area on the evening of the enumeration and all people not counted elsewhere who arrived the following morning.

Regions and Cities

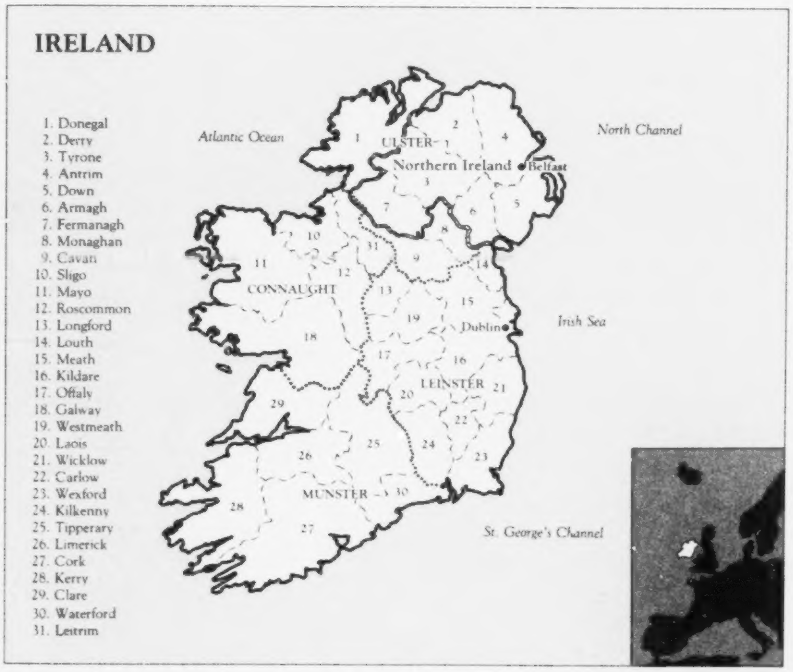
The 1981 census counted 3,443,405 people in The Republic. (The 1979 population of Northern Ireland was 1,543,300.) Of The Republic's total population, 55.6 percent were in towns compared with 53.2 percent in 1971. Since the 1971-census, the town population increased by 20.8 percent and non-town population increased by 9.7 percent.

Unlike its Western European neighbors, Ireland, both as subjugated and free state, has shown significant population growth only in the past 10 years.

Leinster Province (Dublin and 11 eastern counties) has experienced rapid growth since the turn of the century. But the six-county Munster Province began adding to its population only since 1961. And Connacht Province, with five counties, as well as the three counties of Ulster in The Republic, have recorded popuation increases only since 1979. In the last decade, Leinster grew by 19.5 percent, Munster by 13.2 percent, Connacht by 8.6 percent, and Cavan, Donegal, and Monaghan Counties in Ulster by 11.1 percent.

Surveyors who found "congestion" in an agrarian west before the Great Famine of the mid-1800s which killed off the staple potato crop and, with typhus and cholera, about one million Irish, today would have to look east for population concentration.

Leinster is the most heavily urbanized province. Fifty-two percent of Ireland's population is found in


IRELAND
1. Donegal
2. Derry
3. Tyrone
4. Antrim
5. Down
6. Armagh
7. Fermanagh
8. Monaghan
9. Cavan
10. Sligo
11. Mayo
12. Roscommon
13. Longford
14. Louth
15. Meath
16. Kildare
17. Offaly
18. Galway
19. Westmeath
20. Laois
21. Wicklow
22. Carlow
23. Wexford
24. Kilkenny
25. Tipperary
26. Limerick
27. Cork
28. Kerry
29. Clare
30. Waterford
31. Leitrim
Atlantic Ocean
North Channel
ULSTER
Northern Ireland
Belfast
CONNAUGHT
LEINSTER
MUNSTER
Dublin
Irish Sea
St. George's Channel

Leinster, 38 percent in its towns. In Dublin alone, the population has increased in the last decade by 83 percent or over 190,000 people.

Population in southwestern Cork — Ireland's second city — increased by 19 percent. Donegal, the most northwesterly county, has no concentration remotely approaching that of the east. Communities ranging from 50 to 1,500 people account for 80 percent of Donegal's population.

Ireland's overall population density is only 49 people per square kilometer, compared with the Common Market average of 170 people per square kilometer. But going east and urban is an unswerving trend in modern Ireland, and more than half the Irish population now live in urban areas.

Vital Statistics

There were 695,000 births in Ireland from 1971 to 1981 and 333,000 deaths. Ireland's infant mortality rate was 11 deaths per 1,000 births, comparable with most Common Market countries. Marriage, birth, and death statistics are not collected in the census, but are taken from central registry office records.

The average number of children an Irish woman will have in her lifetime (total fertility rate) has declined from about four children in the mid-1960s to about three children in 1980.

Irish men are on the average marrying at age 26, 4 years younger than in 1961. Average age at marriage for Irish women has dropped from 27 years to 24 years, and they are having their first child at age 28, more than 2 years earlier than was the case in the 1950s.

Whether the decline in fertility will continue remains to be seen. Birth-control devices for both men and women cannot be purchased officially without a doctor's prescription in the 94 percent Roman Catholic Republic. Some doctors' and women's groups oppose the legal ban, but risk fines and imprisonment. Last summer a women's organization flaunted the decades-old law by installing a condom-dispensing machine in a public place.

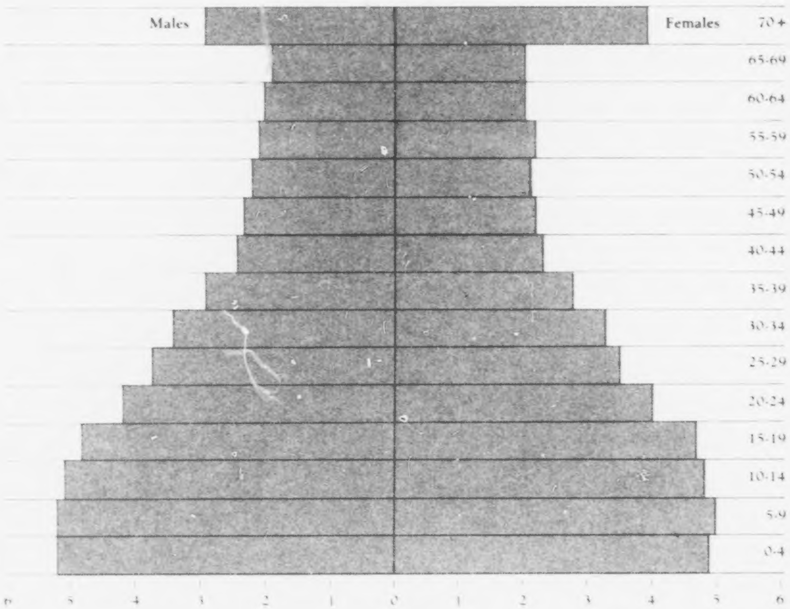
After a heated and polarized debate, Irish citizens voted to add a "right-to-life" amendment to their constitution, allowing abortions only in extreme and vaguely-defined circumstances. Application of the law, at least in the view of liberal legal and medical professionals, will be as controversial as was its passage. The wording of the amendment appears to give equal rights to the unborn child and the mother, and it is unclear about what action is to be taken if the lives of both the mother and infant are at risk during pregnancy and delivery.

Divorce is another area of Irish life that is changing. The law that prohibits divorce is being challenged in the European Court of Justice by one "common-law" couple who live together because one member cannot legally divorce.

The divorce prohibition affects the census findings on marital status. Respondents were asked to declare their legal standing as single, married, widowed or "other status." The last category was intended to refer only to people who had obtained a divorce in another country, according to the census formulators. However, about 13,900 people — 9,000 of them women — opted for

Estimated Population of Ireland by Age and Sex:1981

(in percent)



Age	*Total*	*Males*	*Females*
All Ages	3,443,400	1,731,700	1,711,800
0-4	347,600	178,500	169,100
5-9	349,000	177,800	171,200
10-14	341,300	174,400	166,900
15-19	327,800	166,000	161,800
20-24	280,600	144,100	136,500
25-29	247,800	126,800	121,000
30-34	233,600	118,500	115,100
35-39	193,600	98,900	94,700
40-44	164,300	84,100	80,300
45-49	154,700	78,300	76,500
50-54	149,000	76,500	72,500
55-59	148,200	72,900	75,200
60-64	138,000	69,500	68,500
65-69	133,500	65,000	68,600
70+	234,400	100,500	133,900

Source: Central Statistics Office, Dublin "other status," and they were summarily lumped in the "married" category.

The official explanation for this statistical procedure is that some who declared "other status" gave additional information which, in most instances, indicated that their legal status was "married." In the 1979 head count, only 7,624 people, including 5,245 women, chose the "other status" category.

Households

The 1981 census estimated 907,800 households, an increase of about 177,000 in the past decade. The traditionally large Irish family is also on the decline. Average household size declined slightly from about 3.94 people per household in 1971 to 3.66 people per household. Although household size is declining, Ireland's birth rate is still the highest among Common Market countries. Its population is also Europe's youngest. More than half the Irish are under age 25.

The 5 percent census sample found that one-person households increased by 50 percent in the past decade and now represent 17 percent of total households. In Dublin, one-person households are nearly 24 percent of all households, the highest of any county in Ireland. Two-person households are still the largest share of all households at 20.6 percent. Households of 7 or more people declined over the decade and are now 10.6 percent of all households.

About half of all homes are owned outright and about three-quarters are owner-occupied. Most private homes in urban areas are two-story, single family houses with three or four bedrooms and two living rooms. Apartments have been more popular since the late 1970s. The fabled straw thatching atop Irish cottages is little in evidence today.

Population and Households of Each Province, County and County Borough, 1981

Province, County or County Borough	*Population 1971*	*Population 1981*	*Percent Change*	*Households in 1981*
TOTAL	2,978,248	3,443,405	15.6	907,800
LEINSTER	1,498,140	1,790,521	19.5	470,200
Carlow	34,237	39,820	16.3	10,000
Dublin Co. and Co. Borough	852,219	1,003,164	17.7	252,700
Dublin Co. Borough	567,866	525,882	7.4	150,000
Dun Laoghaire Borough	53,171	54,496	2.5	15,900
*Dublin**	231,182	422,786	82.9	102,700
Kildare	71,977	104,122	44.7	25,800
Kilkenny	61,473	70,806	15.2	18,100
Laoighis	45,259	51,171	13.1	12,900
Longford	28,250	31,140	10.2	8,600
Louth	75,104	88,514	17.9	23,000
Meath	71,576	95,419	33.3	24,300
Offaly	51,829	58,312	12.5	14,800
Westmeath	53,570	61,523	14.8	15,700
Wexford	86,351	99,081	14.7	25,400
Wicklow	66,295	87,449	31.9	23,100
MUNSTER	882,002	998,315	13.2	262,200
Clare	75,008	87,567	16.7	23,500
Cork Co. and Co. Borough	352,883	402,465	14.1	106,000
Cork Co. Borough	128,645	136,344	6.0	35,700
Cork	224,238	266,121	18.7	70,300
Kerry	112,772	122,770	8.9	32,800
Limerick Co. and Co. Borough	140,459	161,661	15.1	41,600
Limerick Co. Borough	57,161	60,736	6.3	15,200
Limerick	83,298	100,925	21.2	26,400
Tipperary, N.R.	54,337	58,984	8.6	15,400
Tipperary, S.R.	69,228	76,277	10.2	19,800
Waterford Co. and Co. Borough	77,315	88,591	14.6	23,100
Waterford Co. Borough	34,226	38,473	12.4	9,700
Waterford	43,089	50,118	16.3	13,400
CONNACHT	390,902	424,410	8.6	113,100
Galway	149,223	172,018	15.3	43,200
Leitrim	28,360	27,609	−2.6	8,400
Mayo	109,525	114,766	4.8	30,900
Roscommon	53,519	54,543	1.9	15,300
Sligo	50,275	55,474	10.3	15,300
ULSTER (part of)	207,204	230,159	11.1	62,300
Cavan	52,618	53,855	2.4	15,100
Donegal	108,344	125,112	15.5	33,400
Monaghan	46,242	51,192	10.7	13,800

*Excluding Dun Laoghaire Borough

The straw and the craftsmen to lay it down are now in short supply, and more fuel-efficient slate has taken over as the standard roofing material.

Income and Consumption

The shift toward greater urbanization and away from agriculture, especially since World War II, has brought with it improved pay in the industrial sector. Average weekly industrial earnings in 1979, according to the government, amounted to a little more than 85 sterling. For 1982, according to Central Bank of Ireland data, men's average weekly earnings in sterling were 148.66 and women's were 88.63.

Food purchases take about 29 percent of the average urban household budget, with education, medicine, insurance/pension premiums and other services claiming the second largest share, about 17 percent in 1978. In third place is transportation at 13 percent, followed by housing and clothing, each at about 8 percent. About 5 percent of the Irish urban household budget goes for alcoholic beverages.

Despite the fact that the afternoon hours when pubs are closed are referred to as "holy hours," the much-heralded Irish weakness for drink is probably an exaggeration. In the last decade alcoholism was ten times higher per capita in Britain and even now France has a more severe problem with alcoholism.

The Irish pub is populated at the midday hours, and from early evening until 11 p.m. closing time, but the atmosphere is one of conversation and socializing. Perhaps that is because the Irish, with their reputation as inveterate talkers and storytellers — about 55,000 regularly speak Irish, not Gaelic, as visitors are wont to call the second official language — do not have many telephones. Compared with 78.7 telephones per 100 people in the United States, 50.7 in the United Kingdom, and 36.3 in Italy, Ireland in 1982 had only 20.8 telephones per 100 persons.

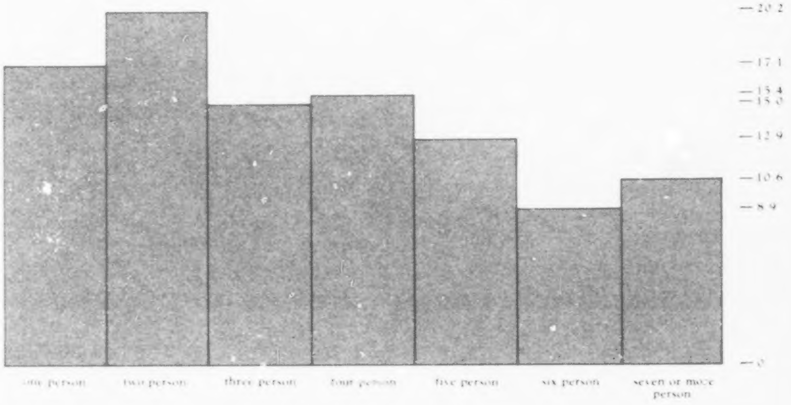
Car ownership has risen steadily over the past two decades, reaching about 800,000 private car registrations by 1980. In 1979, about 95 percent of homes had television, 86 percent a refrigerator, 52 percent one or more cars, and 65 percent a washing machine. Note that if a household owns a car, it is likely to have two of them.

Labor Force

The 1981 census was Ireland's first to include a question about principal job status, requiring the respondent to check one of eight categories. Caution is advised when comparing census labor force figures with those from the intercensal Labor Force Survey. The occupational categories in the census are similar except for slight word changes to the 1977 and 1979 surveys, but methodologi-

Households by Size in Ireland

(in percent)



Source: Central Statistics Office Census Population of Ireland 1981

Occupation of the Employed, by Sex: 1981

(in 000s)

Occupational Group	*Males*	*Females*	*Total*
Farmers	131.9	8.1	139.9
Other agricultural workers, forestry workers and fishermen	48.1	3.1	51.1
Producers, makers and repairers	217.3	39.1	256.4
Electrical and electronic workers	*30.0*	*5.4*	*35.4*
Engineering and related trades workers	*57.8*	*2.5*	*60.4*
Woodworkers	*22.4*	*	*22.9*
Leather, leather substitute, textile and clothing workers	*12.2*	*17.6*	*29.8*
Food, beverage and tobacco workers	*15.6*	*4.8*	*20.4*
Paper and printing workers	*6.3*	*2.5*	*8.7*
Workers in other products (including mining, quarrying and turf)	*17.3*	*3.7*	*21.0*
Building and construction workers (including painters and decorators, operators of cranes, stationary engines and excavators)	*41.4*	*	*41.8*
Foremen and supervisors of manual workers	*14.4*	*1.7*	*16.2*
Labourers and unskilled workers (n.e.c.)	55.5	2.5	58.0
Transport and communication workers	57.3	6.2	63.5
Warehousemen, storekeepers, packers and bottlers	15.6	5.3	20.9
Clerical workers	35.9	97.2	133.1
Proprietors and managers	26.3	9.3	35.5
Shop assistants and barmen	26.8	28.4	55.2
Other commercial workers	21.6	1.8	23.4
Professional and technical workers	81.2	77.4	158.6
Service workers	38.1	48.0	86.0
Administrative, executive and managerial workers	41.4	6.4	47.8
Others (including not stated)	18.5	2.6	21.1
Total	**815.5**	**335.3**	**1,150.7**

* less than 1,000

cal changes may affect comparability. In addition, the intercensal Labor Force Survey is based on a "usually resident" population, a different residential classification than the census uses.

The 1981 census found 1,150,700 people at work, or about 33 percent of the population. Of those working, 29 percent were women. In addition, another 132,600 people said they were either looking for their first job or were unemployed. Respondents were allowed to choose a category called "home duties." There were 635,000 women and 3,100 men who said they were occupied at home duties.

Of the 335,300 women in the labor force, nearly 64 percent are single. The highest labor force participation rate is among the younger women — probably a result of having no or fewer children and of the

Industry of the Employed, by Sex: 1981

(in 000s)

Industrial Group	*Males*	*Females*	*Total*
Agriculture, Forestry and Fishing	177.7	11.8	189.5
Mining, Quarrying and Turf Production	10.3	*	10.9
Manufacturing Industries	174.0	65.1	239.1
Food, beverages and tobacco	*42.5*	*12.3*	*54.8*
Textiles, clothing, footwear and leather	*17.4*	*20.4*	*37.8*
Wood and wood products	*13.0*	*1.1*	*14.1*
Paper, paper products, printing and publishing	*12.5*	*5.3*	*17.9*
Chemical, rubber and plastic products	*16.5*	*5.0*	*21.5*
Glues, pottery and cement	*12.6*	*2.2*	*14.8*
Metals, metal products and machinery	*44.6*	*14.6*	*59.2*
Other manufacturing industries (incl. transport equipment)	*14.8*	*4.2*	*19.1*
Electricity, Gas and Water Supply	12.3	1.6	13.9
Building and Construction	93.2	3.6	96.9
Commerce	108.5	53.8	162.4
Wholesale distribution	*34.3*	*8.4*	*42.6*
Retail distribution	*74.3*	*45.5*	*119.7*
Insurance, Finance and Business Services	21.6	21.3	42.9
Transport, Communication and Storage	56.3	11.6	67.9
Public Administration and Defence	56.4	23.2	79.6
Professional Services	68.3	102.5	170.8
Personal Services	20.1	31.0	51.1
Other Industries or Industries not Stated	16.7	9.1	25.8
Total all Industries	**815.5**	**335.3**	**1,150.7**

* *less than 1,000*

NORTHERN IRELAND: LONDON'S POOR RELATION

In Britain, average weekly household income during 1982 increased 5.5 percent and household spending on the average amounted to the equivalent of about $95. In Northern Ireland, where average weekly working hours and wages reportedly are the lowest in the United Kingdom, spending is less than half that figure and chronic unemployment in urban areas and in pockets along the border with The Republic holds back earnings severely. The comparisons are the British government's own, released at the end of 1983.

Prices are said to be 8 percent higher in Northern Ireland than on the mainland, as the Irish call Britain. However, prices are even higher south of the border, prompting a steady stream of shoppers into Northern Ireland from The Republic. A television set in Northern Ireland is the equivalent of 100 Irish sterling cheaper than in The Republic, and a bottle of whiskey 2 sterling less.

The average family food budget in Northern Ireland, according to the year-end report from Britain, was close to 30 sterling a week in 1982. Infant mortality in the six northern countries is said to be the highest in the United Kingdom. Half the private dwellings in the capital city of Belfast allegedly are unfit for habitation.

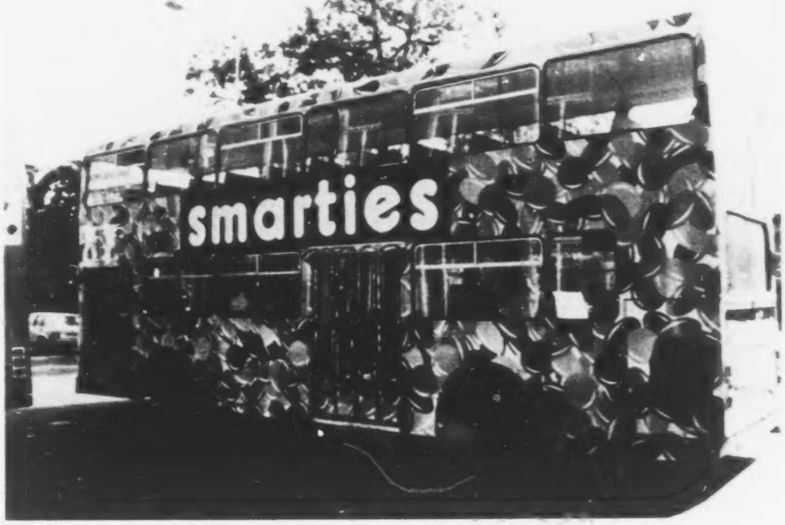
Northern Ireland, it can be said, is Britain's poorest relation, with "the troubles" only partially defined by IRA activities, a British army presence, and what many see as a political-religious war that to date has left more than 2,000 dead and thousands injured. Unlike their overwhelming majority in The Republic, Roman Catholics make up less than one-third of Northern Ireland's population.

The British dominate investment in Northern Ireland, an area of 5,459 square miles. All finance capital and 75 percent of manufacturing capital is in British hands — as is more than 30 percent of all foreign investment in The Republic.

Northern Ireland's economy is shakey. "The troubles" work against industrial development incentive schemes. Britain takes the bulk of Northern Ireland's industrial output and often acts as a conduit for exports going to other countries — a trading pattern which tends to mask precise trading figures.

United Ireland advocates say scornfully that the theme of a recent industrial development board advertising campaign — "The highest return on investment in Europe. Consistently, year after year." — owes more to Dickensian working conditions than to business vitality. Those same advocates cite another setback in mid-December when Prime Minister Margaret Thatcher scuttled a European Assembly initiative calling for a London-Dublin commission to deal with resolving the complicated troubles of the poor relation. •

—Peter Inserra



In Ireland, as in many European countries, buses are creative advertising space.

generational differences in labor force attachment that exist in all modernized countries.

About 21 percent of the work force is employed in manufacturing, with the highest number of workers found in the manufacture of metals, metal products and machinery, food, beverages, and tobacco. Textiles, clothing, footwear, and leather provide jobs for 37,800 — some of whom are involved in the cottage industries of knitting sweaters and other clothing items at home.

After manufacturing, the three industrial groups that provide the most employment are agriculture, forestry and fishing (16 percent); commerce — primarily retail and wholesale distribution (14 percent); and professional services (15 percent).

The largest occupational groups are producers, makers and repairers (22 percent of the labor force); farmers (12 percent); clerical workers (11.5 prcent); and professional and technical workers (14 percent).

Education

School attendance is compulsory for children aged 6 to 15, but they usually attend infant schools before age 6. In 1979-80, there were more than 565,000 students in primary schools. School enrollment has increased steadily since 1960.

Over 90 percent of secondary schools provide a free education. In the school year 1979-80, there were 199,064 students in these high schools. An additional 82,000 students were in comprehensive and community schools that provide a secondary education and practical vocational courses, or in a strictly vocational school. Universities and colleges enrolled 38,890 students the same year.

Information Sources

To date, three census documents have been issued by the government printing office. A preliminary report (October 1981) is limited primarily to population change. "Volume I" (September 1982) is a refinement of the preliminary report. A report on the 5 percent sample containing estimates of age, marital status, and the labor force was issued in March 1983. A follow-up report on housing characteristics in a 5 percent sample of households was planned for summer, but had not appeared in late fall. In all, 12 census volumes were planned.

Census documents can be obtained from the Government Publications Sale Office, Sun Alliance House, Molesworth Street, Dublin 2, Ireland. Prices range from 90 pence to 1.35 sterling. Irish embassies and consulates in large cities may also have the documents for examination.

A series of economic and financial publications is issued at intervals by the Central Bank of Ireland, P.O. Box 559, Dame Street, Dublin 2, Ireland.

The Irish Department of Foreign Affairs, Dublin, makes available, usually at no charge, a range of useful publications, including its "fact sheets" which are an excellent, quick reference. Among the topics are basis statistics, the economy and living standards, and taxation.

An Administration Yearbook and Diary, published by the Institute of Public Administration, includes informative charts, graphs and tables on the Irish market, compiled from data collected between July and October 1983. Order it from Institute of Public Administration, Vebemont Hall, Clonskeagh, Dublin 6, Ireland.

Irish Business, a monthly magazine covering all aspects of the country's commerce and economy plus articles of general interest to businesspeople, is available for a yearly rate of $27.50 equivalent Irish sterling. Order from: *Irish Business*, Unit 3, Glenageary Office Park, Glenageary, County Dublin, Ireland. ■

—Peter Inserra

Peter Inserra is International Demographics' Paris Correspondent.

BANKING'S MARKET

Ireland's demographic data bank is likely to take on increasingly sophisticated dimensions in the near future because its financial institutions are increasing their research orientation.

Kevin O'Shaugnessey, research director of the Allied Irish Banks, told last year's congress of the European Society for Opinion and Marketing Research, "We're moving well beyond conventional financial bases in our research. I think management is aware now that much of our future growth and ability to offer expanding services is going to depend in large measure on our capacity to generate more broad-based definitive market research." ■

Lebanon

/ *cont. from p. 3*

lation of Beirut. Quantitatively, little is known about this period. The center of the city was destroyed and many people moved from southern Lebanon to other parts of the country. Overall, the country's population declined at an annual rate of 0.8 percent, while Greater Beirut grew at an annual rate of 2 percent during this interval. The problem lies in apportioning the population shifts among the city and suburban areas.

Using various sources, Weller places the 1975 population of Greater Beirut at 1,457,212. Based on an annual growth rate of 2 percent, the population of Greater Beirut was 1,673,878 in mid-1982.

Because of civil war, Weller hypothesizes an upper limit of 1 percent annual growth in the city's population. This would place the central city population at 628,927 in 1982. The suburban population then, would be 1,044,951.

However, Weller assumed more realistically that the city's population declined by 2 percent annually during the years from 1975 to 1982. This reduces the city's population estimate to 509,253 in 1982 or 17.2 percent of the country's total population. It also means that the suburban population grew by 4.2 percent annually to 1,164,625 or 39.4 percent of Lebanon's total population.

The estimated distributions by age and sex of the populations of the city, its suburbs, and Greater Beirut as a whole are shown in the tables on page 3. These tables were derived by assuming the same population proportions by age and sex among Greater Beirut, the city of Beirut, and the suburbs as occurred in 1970.

Weller also estimates the 1982 populations of other Lebanese urban centers — places with more than 20,000 people. He places the population of Tripoli at 198,076 persons; Sidon at 104,788; Zahle at 45,030; Journieh at 28,666; and Baalbek at 24,504.

The Palestinian Population

No one is sure how many Palestinians live in Lebanon because there is no system for counting them accurately. Palestinians may obtain Lebanese citizenship, but they may also be in camps, or simply considered aliens.

Weller accepts the 1978 judgement of Riad Tabbarah, a demographer, a Lebanese citizen, and then chief of the Population Division of the United Nations' Economic Commission for Western Asia, concerning the degree of underregistration of Palestinians. Updating Tabbarah's estimates, Weller estimates that there were 370,000 Palestinians in Lebanon in mid-1982, of whom about 191,000 lived in camps. They represent 12.5 percent of the total population of Lebanon. •

Robert H. Weller is a professor of sociology at the Florida State University Center for the Study of Population.

Markets on the Move

The time when it was enough to lump the world's nations into the two groups, "developing" and "developed" is long past.

Just as industrialization has created certain similarities among countries, its progression has also emphasized the differences.

To better understand the consumer market potential of countries that are in different stages of development, *International Demographics* clustered the 150 largest countries on the basis of their demographic characteristics.

As countries modernize, certain demographic trends usually accompany their progress. More people move into urban areas, and urban areas become more evenly distributed throughout the country. A larger proportion of children are enrolled in school and literacy rates rise. Women have fewer children and are more likely to participate in the labor force. Average household size shrinks. Life expectancy lengthens and infant mortality declines.

Using these demographic characteristics, *International Demographics* created five clusters that market researchers can use in making a first cut of countries with potential markets for their products.

Consumer-goods firms in the United States already use sophisticated clustering systems to find the neighborhoods where their products sell the best. They then determine what neighborhoods do not buy their products but fall into the same cluster, targeting potential markets.

Firms that want to enter or expand in the international consumer marketplace can use *International Demographics'* system to locate countries that may have been overlooked as potential markets. Firms already in international marketing can determine the countries in which they are already successful and do a more thorough evaluation of other countries that fall into the same cluster. Firms not already in foreign markets can target the country clusters in which their products might sell. The country clusters provide a way of taking a quick look at 150 countries and choosing the 8 or 10 that are worth a more thorough market research effort.

For example, if a firm already successfully sells juices in Peru, it might consider evaluating such markets as Portugal, Thailand, or the Philippines — all of which fall into the same cluster as Peru. It is through the more in-depth investigation that a company determines the import restrictions, foreign exchange problems, political stability, distribution channels, and so forth. But, a company that is successful in Peru might not have considered Turkey, Portugal, or Thailand if it had not checked the cluster pattern.

Or suppose that a firm is interested only in countries south of the U.S. border. The clusters suggest that Trinidad and Tobago, the Dominican Republic, Mexico, Panama, Costa Rica, Colombia, and Venezuela have market potential.

To help users remember the clusters, we named them: The Dependents, The Seekers, The Climbers, Luxury and Leisure, and The Rocking Chairs.

The Dependents

In general, the countries with the least potential for consumer goods are The Dependents, 56 countries that include a quarter of the world's population. Of the 56, more than half are in Africa; about one-fifth are in Asia.

Women in The Dependents average seven or more children in their lifetimes; 100 in every 1,000 newborns die and life expectancy is only about 40 years. Growth in these countries is moderate, even though fertility is high, because so many infants die. Even though a few of these countries export oil or other precious minerals — Nigeria, Algeria, and Liberia are good examples — we call them The Dependents because they are not yet partners in the global marketplace.

The median age in these countries is now about 18 to 20 years. With some exceptions, such as India, women in these countries do not have access to education nor are they an integral part of the labor force except in rural areas where they work in agriculture. Not until the average number of children a woman has in her lifetime (total fertility rate) begins to decline will these countries be better markets.

Most of The Dependents have only one or two large cities, no medium-sized cities, and many small villages, but people flock to the cities looking for employment. Instead, they find hunger, poverty, poor or non-existent housing, pollution, crime, and no jobs.

In most of these countries, the middle class makes up a tiny percentage of the total population, but in some of them — India, for example — the sheer size of the population may make the 2 percent middle class an attractive market. In India a 2 percent market represents about 11 million people.

India now falls into The Dependents cluster, but if its fertility fell, it could quickly move into The Seekers category.

Examples of Countries in Each Cluster

Dependents	*Seekers*	*Climbers*	*Luxury/Leisure*	*Rocking Chairs*
Bangladesh	Tunisia	Peru	United States	Sweden
Kenya	Indonesia	Turkey	France	Denmark
Nigeria	Egypt	Philippines	Hong Kong	United Kingdom
Bolivia	Paraguay	Mexico	Australia	West Germany
Mozambique	Burma	Venezuela	Ireland	

The Seekers

The Seekers includes 31 countries with a total population of nearly one half billion people or about 12 percent of the world's population. The countries are all located in Africa, the Mid-East or Asia.

Women in these countries commonly have five or six children in their lifetimes. Infant mortality rates are only half or three-quarters what they are in The Dependents, and because of this, women may be more willing to consider, at least, limiting their families. Despite slightly lower infant mortality rates, the median age continues to be in the teens or early twenties. Life expectancy is between 50 and 60 years of age in most cases. There is some recognition in many of these countries that women can be a productive part of the labor force and education is more available to them in this cluster.

Urbanization is more evenly distributed in these countries, and while they still have large cities that are growing quickly, the governments are attempting to increase agricultural production and encourage people to stay in rural areas.

Even though most of these countries have more young people than they can possibly accommodate, there is a recognition that education is important and some type of public education system exists.

The Climbers

There are 28 countries in the cluster named The Climbers, with a total population of 1.6 billion, or about 38 percent of the world's population. China is included in The Climbers and its huge population skews the percentage. Without China, about 525 million people are in this cluster, 11 percent of the world's population.

Women in these countries average three to five children in their lifetimes. They are more apt to participate in the non-agricultural labor force, and even when they are farm workers they take on more managerial responsibilities because their spouses are likely to be working in factories.

In these countries, young women are likely to have obtained at least a primary-school education. When examining literacy rates in this cluster, it is important to differentiate between the older population and the young. Getting ahead via an education is encouraged in these countries, and many of the governments pour money into schools and universities in an attempt to upgrade the labor force. The Climber countries are a primary source of foreign students for American colleges and universities.

Significant improvements in health care have taken place in The Climber countries in the last decade, and infant mortality rates are declining. These countries have large numbers of people who have finished school and are ready for entry-level jobs. These potential workers can create unrest if they cannot find jobs. This is one reason that the governments of these countries become protectionist, insisting that foreign firms build factories and employ natives if they are to have the opportunity for trade.

In many of these countries there are genuine efforts being made to redistribute the population away from one or two large cities and into other regions. This is done by encouraging investment in places outside the large metropolitan areas and providing incentives for families to live there. As a result, these countries have both modern cities with large middle classes and extreme poverty rooted in the most primitive forms of agri-

continued

culture within 100 miles of each other.

Although many of The Climbers are small, they are important potential markets that should not be overlooked.

Luxury and Leisure

The Luxury and Leisure cluster is the one most familiar to United States and Western European firms because it is the one they live with every day. This cluster includes 33 countries with a total population of about 1 billion. It is about the same size as The Dependents cluster, but the Luxury and Leisure countries are growing slowly while The Dependents are growing more rapidly.

In these countries, women have two to three children in their lifetimes, and because they spend fewer of their adult years involved with child rearing, they are more likely to be educated and to participate in the labor force. The combination of smaller families and higher incomes resulting from families with two earners means that families have more money to spend on each person, so luxury purchases are common. Almost 100 percent of children in these countries attend school at least until they are 15 or 16 years old. College or some form of advanced vocational or technical training is the norm for children born in these countries today.

Luxury and Leisure countries all have a dominant middle class which brings political stability and creates a mass market for many items. The median age is around 30 years in this cluster, and there are many people at the ages of household formation.

The population is distributed evenly throughout the Luxury and Leisure countries. In many, there is a move back to small towns and rural areas and away from the congestion of the metropolis. Second homes are common as people who do live in highly urbanized areas seek their leisure in less developed areas.

The Rocking Chairs

The smallest country cluster is The Rocking Chairs. It contains only four countries, all of which are in Europe: Denmark, Sweden, United Kingdom, and West Germany. The Rocking Chairs have a population of 130 million, and 3 percent of the world's population. Their populations are actually declining. Other nations, such as Belgium, are headed for this cluster.

In the Rocking Chairs, women have fewer than two children each and couples are not even replacing themselves. That is why the populations have stopped growing. For some jobs, these countries are dependent on migrant labor. At the same time, because their native population is decreasing, they are reluctant to invite more foreigners across their borders for fear the foreigners will eventually change the nature of the culture.

Women are well integrated into these societies in every respect. Compulsory education is taken for granted as is some training beyond high school. Aging is a concern in these nations as the median age edges toward 40.

The population is evenly distributed and significant population shifts are unlikely except as people seek retirement homes. Health care and providing security in old age are an important part of overall planning in these countries.

In the aggregate the consumer markets with the best potential for growth in the next 5 to 20 years are The Climber and The Seeker countries. They have the best potential first because their adult population is growing faster than their child population, and second because they are in a period of rapid urbanization. Urbanization combined with a growing labor force creates demands for financial services, housing, household furnishings, appliances, transportation and transportation-related services such as hotels and automobile products and services.

The Luxury and Leisure countries like Japan, Canada, and Australia represent substantial current markets and should not be ignored. But as their population ages and growth stops, the greater potential for consumer market growth will be in other countries.

As Climber countries develop into Luxury and Leisure countries, some Seeker countries will move up into The Climber cluster at the same time, and some Luxury and Leisure countries will inevitably age into The Rocking Chair set. •

—Doris Walsh

Doris Walsh is editor of International Demographics.

ATW / *cont. from p. 2*

Top 25 U.S. Export Markets

U.S. Domestic and Foreign Merchandise Exports, 1983

Rank 1983	*Rank 1982*
1. Canada	1
2. Japan	2
3. United Kingdom	4
4. Mexico	3
5. West Germany	5
6. Saudi Arabia	6
7. Netherlands	7
8. France	8
9. South Korea	9
10. Belgium & Luxumburg	10
11. Australia	13
12. Taiwan	14
13. Italy	12
14. Singapore	17
15. Switzerland	20
16. Egypt	19
17. Venezuela	11
18. Spain	15
19. Hong Kong	22
20. Brazil	16
21. China	18
22. South Africa	23
23. Israel	24
24. U.S.S.R.	21
25. India	not on 1982 list.

Source: Business America, U.S. *Department of Commerce, Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. $55 year*

Coming Next Month. . .

Growth in the Mexican labor force continues. How rapidly will it grow? Is any slowdown in sight? Two U.S. Census Bureau experts analyze the future.

Profile: Despite its problems, Argentina is the envy of other Latin American nations. Learn why.

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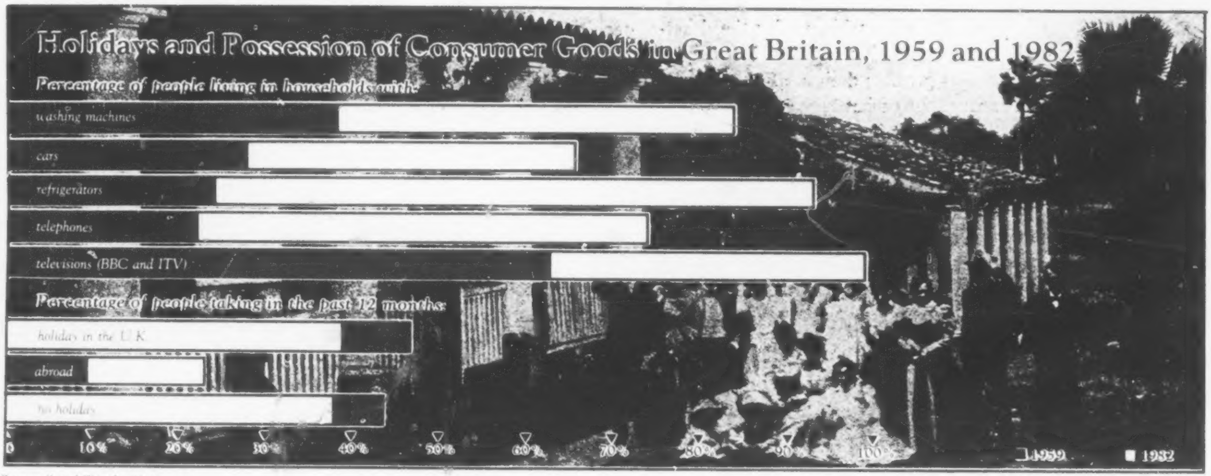

Source: Social Trends, 1984

The Changing British Lifestyle

Life in Great Britain has changed substantially in the last quarter century. The 1984 issue of *Social Trends* from the British government statistical office draws longitudinal comparisons between the lifestyles of those aged 65 and older in 1959 and in 1982, but many of the changes apply to the whole population as well.

For example, as household size declined, the proportion of people living alone increased from 7 to 12 percent of the population aged 15 and older. But for elderly women, the rise in the proportion living alone was most dramatic — from 33 percent in 1959 to 46 percent in 1982. Sixty-six percent of elderly men, on the other hand, lived with one other person — usually their spouse.

Home ownership has increased substantially in the last quarter century in Britain. In 1959 only 38 percent of homes were owner occupied. By 1982, 59 percent of people lived in homes they owned. Mark Abrams, author of the *Social Trends* article, "Changes in the Life-Styles of the Elderly 1959-1982," comments:

"One consequence of this growth in home ownership was an enormous expansion in the proportion of people of all ages and both sexes undertaking home maintenance and home improvement jobs. D.I.Y. (Do It Yourself) became letters that everyone understood and D.I.Y. paperbacks, press features, and radio and television broadcasts poured out."

When asked whether they did any painting or decorating at home, 71 percent of the population aged 15 and older replied affirmatively.

The British are known as a nation of pet lovers, but modern lifestyles have apparently left less room in the home for pets. Only dogs "retained their 1959 hold on the affections of

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COUNTRY PROFILE: ARGENTINA

elderly men and women," Abrams notes. Among the population aged 15 and over, the number of people owning dogs increased from 23 percent in 1959 to 26.5 percent in 1982. Cat owners, however, decreased from 22.5 percent in 1959 to 19 percent. And in the "other pets" category, ownership decreased from 29.5 percent in 1959 to 16.5 percent in 1982.

"A contributory factor in the decline of pets," Abrams says, "may have been that the mass acquisition of desirable consumer goods provided both home owners and tenants with other outlets for their energies."

There has been a steady increase in the percentage of people living in households with certain kinds of consumer goods in the past quarter century. Eighty-four percent of people now live in households with a washing machine, 66 percent have a car, 93 percent have a refrigerator, 74 percent a telephone, and 99 percent a television.

The percentage of people who have a television has had an obvious effect on the movie-going habits of the British. Even in 1959, only a quarter of the British said they went to the movies three or four times a year or less, and 52 percent said they never went to a movie. Seventeen percent said they went to the movies twice a month or more. By 1982, only 7 percent said they attended a film twice a month or more, and only 14 percent said they go three or four times a year or less.

The percentage of people who spend at least four nights away from home on a vacation ("holiday" to the British) has increased from 56 percent in 1959 to 62 percent in 1982. What is more significant, however, is that the nature of the holidays has changed. In 1959, 47 percent of people traveled in the United Kingdom while only 9 percent went abroad. By 1982, 39 percent of the people traveled in the United Kingdom, but 23 percent of them traveled abroad.

Other chapters in the 1984 edition of *Social Trends* discuss general population trends, households and families, education, employment, income and wealth, housing, leisure, law enforcement, health and personal social services, transport, communications, and the environment. A special chapter focuses on the unemployed.

Social Trends 1984 is available for 19.95 sterling from Her Majesty's Stationery Office (HMSO), P.O. Box 176, London SW8 5DT, England; telephone 01-622-3316. It can be ordered in the U.S. for $32.91 from Bernan Associates, 9730-E George Palmer Highway, Lanham, MD 20706. •

Around the World

Will China's Higher Incomes Produce More Children?

China's rising per capita income may weaken government efforts to reduce fertility.

According to an article in the December issue of *Population and Development Review*, analysis of 1982 census data from China shows that rising income has now become associated with higher fertility rates, at least in urban areas.

The article's authors, Nancy Birdsall and Dean T. Jamison, hypothesize that the increased income allowed couples to pay less attention to the government's economic incentives and disincentives. The authors make the reasonable prediction that the same trend will occur in relatively poorer rural areas as incomes there rise.

The authors believe that China's policymakers may soon have to grant either much larger economic incentives or further increase the use of noneconomic forms of persuasion if they wish the one-child policy to continue successfully.

Population and Development Review is a quarterly journal published by the Population Council. Order it from the Council at One Dag Hammarskjold Plaza, New York, NY 10017; telephone (212) 644–1300 for $14 a year.

Ringing Japanese Doorbells

Japanese consumers and workers are warming to the door-to-door selling technique. A recent consumer survey by the prime minister's office found that 63 percent of all homes surveyed had been visited by a salesperson within the past two years, and that 32 percent of the people actually bought something.

Items most commonly sold door-to-door include cosmetics, apparel, and sleeping equipment, but a report in the November 1983 *FocusJapan* published by the Japan External Trade Organization, said competition is increasing.

One success story has been Noevia Cosmetics, a five-year-old company with 600,000 salespeople and $362 million in sales in 1982. Any person who buys more than $83 worth of cosmetics for personal use in a year can be enrolled as a Noevia Lady. Once she enrolls, she can purchase cosmetics at a 30 percent discount from the market price.

To counter complaints about salespeople, the Japan Direct Selling Association has begun a system which has registered about 570,000 salespeople.

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Mexico's Demographic Trends and Employment Prospects

While Mexico's population growth rate declined from about 3 percent annually in 1970 to approximately 2.6 percent in 1982, the country's growth earlier in the century will produce an unprecedented increase in the size of its labor force and in the demand for jobs.

Mortality in Mexico started to fall in the early 1900s and the pace of decline accelerated after 1940, when mortality was just beginning to decline in most other Latin American countries. Mexico's birth rate, on the other hand, started to decline only in the mid-1970s. Because of the continued high fertility and the simultaneous decline in mortality, the country had rapid rates of population growth from 1960 to 1975.

This rapid population growth is now affecting the working-age population. In general, the working-age population will grow faster than the total population, according to recent population projections from the U.S. Census Bureau. While the growth rate of the total population was 2.8 percent a year from 1970 to 1980, the growth rate for the population in working ages will increase to 3.8 percent per year during the period from 1980 to 1985, as the children born during periods of high fertility become working-age adults.

Although after 1985 the growth rate of the population aged 15 to 64 will start to decline, the working-age population during the last decade of this century will continue to grow at the pace that the total population grew during 1970-80. Furthermore, the number of persons that will be added to the 15 to 64 age group will continuously increase from now to the year 2010.

While the dependency ratio (the population under 15 and over 64 divided by those aged 15 to 64) will decline between 1980 and 2010 (from .94 to .54), the accelerated growth of the Mexican labor force and the significant increase in the demand for jobs should not be overlooked.

Accompanying the growth of the working-age population, there will likely be an increase in educational attainment and a decline in fertility. Thus, the demand for jobs will grow at an astonishingly high rate, as a larger proportion of women and a better educated populace desire to enter the labor force.

One of the problems in predicting the size of the labor force is predicting the percent of persons at each age who will be working or looking for work. The rates for men are usually easier to predict than the rates for women. Rates for men aged 25 to 55 are constant at a high level. The problem with predicting female participation is predicting the level of development of the country. The more developed a country, the larger the proportion of women who work in non-agricultural jobs. As women become better educated and have fewer children, their participation in the labor force usually increases.

If one assumes that the economic activity rates for Mexico in the year 2000 will reach the same level as Argentina in 1970, the number of people looking for jobs during the next two decades will grow at an ex-

continued on p. 10

Mexico's Labor Force in Agricultural and Non-Agricultural Work: 1970 and 2000

	Labor Force (000's)	
Year	*Agriculture*	*Non-Agriculture*
1970	5,774	8,036
2000	6,693	34,994

Note: The agricultural proportion of the labor force in Mexico in the year 2000 was assumed to be the same as Argentina in 1970.

Mexico's Labor Force: 1970 to 2000

	Labor force (000's)			*Average annual growth rate (percent)*		
Year	*Total*	*Male*	*Female*	*Total*	*Male*	*Female*
1970	13,810	11,239	2,571	—	—	—
1975	16,960	13,472	3,488	4.1	3.6	6.1
1980	20,084	15,600	4,484	3.4	2.9	5.0
1985	24,682	18,816	5,866	4.1	3.7	5.4
1990	30,055	22,577	7,478	3.9	3.6	4.9
1995	35,753	26,543	9,210	3.5	3.2	4.2
2000	41,687	30,617	11,070	3.1	2.9	3.7

Source: U.S. Bureau of the Census, 1982. *Calculated using the population projections for Mexico and assumed economic activity rates. It was assumed that the 1970 economic activity rates of Mexico will change linearly by the year 2000 to levels observed in Argentina in 1970.*

Population of Mexico: 1950 to 2010

(numbers in 000s)

Year	*Total population*	*Population change during the preceding five years*	*Average Annual growth rate (%)*
1950	28,485	—	—
1955	32,930	4,445	2.9
1960	38,579	5,649	3.2
1965	45,142	6,563	3.1
1970	52,775	7,633	3.1
1975	61,456	8,681	3.1
1980	70,111	8,655	2.6
1985	79,662	9,551	2.6
1990	90,281	10,619	2.5
1995	101,548	11,267	2.4
2000	112,777	11,229	2.1
2005	123,420	10,643	1.8
2010	133,354	9,934	1.6

Source: U.S. Bureau of the Census.

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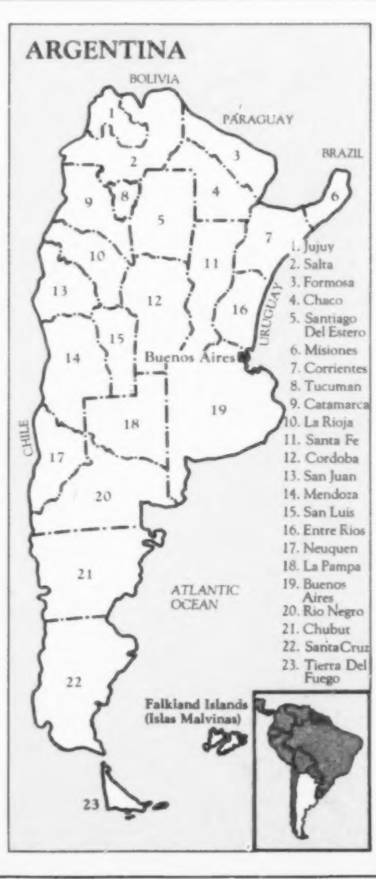
Country Profile

Republic of Argentina

A prominent textile manufacturer observed last year, "To an Argentine businessman, short-term (planning) is until tonight, medium-term is until the end of the week, and long-term is until the next change of economic ministers." With at least 30 economic ministers in the last 40 years, even long-term planning in Argentina is brief by United States standards.

Decades of political upheaval and economic turmoil, with an inflation rate last year of 430 percent, have taken their toll on Argentina's business climate. Between 1951 when Juan Peron first became president and today, there have been nearly a dozen successions of government. At least half of those were military coups. Terrorism from left- and right-wing factions marked many political transitions, and the government's anti-terrorist measures have led to serious violations of human rights. The recently-elected president, Raul Alfonsin, is trying to redress such violations and his efforts have encouraged U.S. leaders. President Alfonsin has a long way to go to help Argentina fulfill its potential as one of the wealthiest countries in Latin America.



Population Growth

While Argentina's economic and political history may seem grim by U.S. standards, it is envied by many other Latin American nations. And, by the Latin American standards, its demographic situation is enviable as well.

A low population growth rate combined with abundant natural resources means the crushing poverty plaguing many of its neighbors has not hit Argentina. Almost everyone eats well and the staple is beef — about 240 pounds per capita per year. With a national cattle herd of 60 million, there is an average of 2 head for every Argentinian, plus some left over for export.

Final figures for the 1980 census of population and housing report a total of 27.9 million people, an increase of 17 percent from the 23.8 million people counted in 1970. The average annual rate of increase was 1.5 percent a year. With the exception of Uruguay, this is the lowest rate of increase in continental Latin America. Only small Caribbean countries have lower rates of population growth in the Latin American region.

The birth rate of 24 births per 1,000 population is third only to Chile and Uruguay as the lowest in continental Latin America, although the death rate is about average at 9 deaths per 1,000. After several decades of decline, the death rate is rising again because the population is aging. The infant mortality rate is currently 41 deaths per 1,000 live births, higher than that for Chile and Uruguay, but well below the average for all of Latin America.

Argentina has a long history of immigration, but since World War II the majority of immigrants have come from neighboring South American countries rather than from Europe. About 10 percent of the population counted in the 1980 census were born in a country other than Argentina.

A larger issue now is the emigration of Argentines to other countries, a problem that is most severe among highly trained professionals. Over one-third of those who leave Argentina come to the United States, with Spain and Canada receiving the next highest numbers. The U.S. Immigration and Naturalization Service reported that of the 10,000 Argentine professionals who arrived in New York City between 1968 and 1978, almost 1,500 were doctors, 1,400 were engineers, and 400 were scientists. The rest included professors, accountants, lawyers, and architects. One estimate is that over one million citizens have left Argentina in the past 15 years.

At its current growth rate, Argentina's population will double in 46 years. The Population Reference Bureau estimates the population was 29.1 million in 1983. It projects a population of 34.5 million by the year 2000 and 39.6 million by 2020. Argentina's government considers its population growth rate too low and believes a larger population is necessary to develop natural resources and an internal market. Mortality rates are unacceptably high, according to the government, while birth rates are too low and should be increased. The government also believes that immigration is too low and emigration unacceptably high.

Argentina's population is relatively old by the standards of developing countries. Only 30 percent of Argentinians are under age 15, for example, compared with 45 percent of Mexicans and 23 percent of U.S. citizens. Persons aged 65 and over make up 8 percent of Argentina's population compared with 4 percent in Mexico and 11 percent in the United States. The median age of Argentinians in 1980 was 27.2 years, not much younger than the median age of 30 years in the United States.

Life expectancy at birth averaged 70 years in 1980 for both sexes. Women live longer than men: 73 years for women compared with 66 for men. Life expectancy in the United States is currently about 77 years for women and 70 years for men. The United Nations projects that longevity will increase only slightly in Argentina in the future.

Regions and Cities

The land area of Argentina is just over one million square miles, or slightly less than half the size of the United States. The density is a low 25 persons per square mile. Approximately 80 percent of the population live in urban areas. Over one-third of the population live in and around Gran Buenos Aires, the largest metropolitan area in South America and among the ten largest in the world.

The country is divided into 22 Provinces, 1 District (the Federal Capital) and 1 Territory (Tierra del Fuego). Tierra del Fuego is an island at the southern tip of the continent, and is divided between Argentina on the east and Chile on the west.

The Province of Buenos Aires has the largest population — 39 percent of the country's total. The Federal Capital is the second largest with 10.5 percent of the total. The provinces of Cordoba and Santa Fe each contain about 9 percent of the population, while all other provinces range from less than 1 percent to 4 percent of the total.

Two small provinces — Neuguen and Rio Negro — were the fastest growing between 1970 and 1980. Neuguen grew 56 percent and Rio Negro 46 percent.

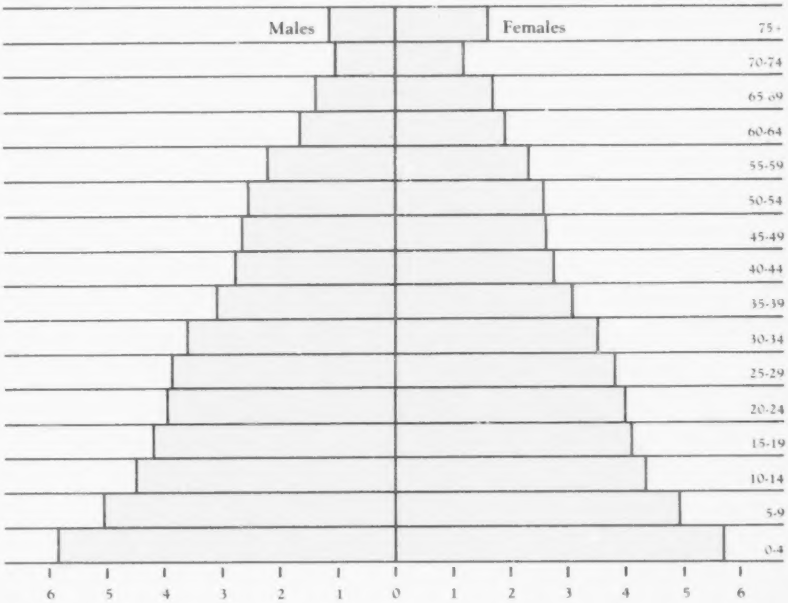
Buenos Aires Province grew 23 percent from 8.8 million to 10.8 million during the decade. The Federal Capital actually declined in population by 2 percent, from 2.97 million to 2.91 million people. The Territory of Tierra del Fuego grew at the enormous rate of 88 percent, but the actual numbers changed from only 15,600 to 29,400 people between 1970 and 1980.

The Federal Capital is a part of the Gran Buenos Aires metropolitan area, which is located in Buenos Aires Province. The Federal Capital is further subdivided into 20 districts. Over half of these districts lost population between 1970 and 1980.

Gran Buenos Aires had a total of 6.8 million people in 1980, an increase of 26 percent over its 5.4 million 1970 population. Of the 19 partidos (divisions) within the metropolitan area (excluding the Federal Capital), only Avellaneda lost population in the last decade. The fastest growing partido was Florencio Varela, with a 75 percent growth rate, followed by four more that grew between 55 percent and 70 percent. Four partidos grew less than 10

Population of Argentina by Age and Sex: 1980

(in percent)



(numbers in 000s)

Age	Total	Male	Female
All Ages	27,947.4	13,756.0	14,191.5
0-4	3,240.8	1,640.0	1,600.8
5-9	2,783.8	1,407.2	1,376.5
10-14	2,456.2	1,240.2	1,216.0
15-19	2,335.4	1,170.0	1,165.4
20-24	2,217.7	1,096.3	1,121.4
25-29	2,133.4	1,057.6	1,075.8
30-34	1,970.3	979.6	990.7
35-39	1,731.0	860.2	870.8
40-44	1,550.4	771.7	778.7
45-49	1,495.7	744.4	751.3
50-54	1,458.5	710.4	748.1
55-59	1,276.0	617.7	658.3
60-64	1,002.5	468.5	534.0
65-69	875.1	397.9	477.2
70-74	637.6	282.0	355.6
75+	783.0	312.2	470.8

Source: 1980 census final results.

percent. The rest of Buenos Aires Province, excluding the metropolitan area, grew 18 percent, from 3.4 million in 1970 to 4 million people in 1980.

Gran Buenos Aires is the only city in Argentina with one million or more people. Other cities with a half million or more people are Cordoba, Rosario, La Plata, and Mendoza. While 35 percent of the population live in Gran Buenos Aires, another 11 percent live in cities ranging in size from 500,000 people to 999,999 people. Still another 11 percent live in places of 100,000 up to 500,000 people. Nearly 60 percent of the population live in places of 100,000 or more; only 15 percent live in places with fewer than 1,000 people.

Ethnicity and Religion

Argentina was discovered in 1516 by a Spanish navigator, and there is a large core of Spanish descendents still living, but some other European countries are well represented also. One estimate is that 35 percent of the population is of Italian ancestry. There are also sizeable numbers of British, East and West Europeans, Arabs, and Jews, including a community of about 450,000 Jews in Buenos Aires. English is spoken by an increasingly large number of people, especially in cities and among business people and professionals.

Households and Families

The 1980 census recorded 7.1 million Argentine households. The average number of persons per household was 3.9 (versus 2.7 in the United States). Eleven percent of households had only one person. Nineteen percent had two people. In the United States, 23 percent of households have only one person and 32 percent have two people. Eighteen percent of Argentine households had six or more members in 1980 (versus 5 percent of U.S. households).

The majority of Argentine households consist of a married couple with children. In 1980, 59 percent of all households had at least one parent with children and 24 percent were extended families, meaning that other relatives besides the parents and children lived in the home. Married couples and their children occupied 2.9 million households. Only 20 percent of family households had no children.

There were 27.4 million people living in households in Argentina in 1980. Of these, 26 percent were classified as heads of households, 18 percent as spouses, and 40 percent as children. Another 12 percent were extended family members, and 3 percent were classified as domestic servants or no relation to the household head. Less than 3 percent of the population live in a one-person household; 10 percent in two-person households; and 35 percent in a three-or-four-person household. Approximately two-thirds of the population live in a nuclear family while one-third lives in an extended family.

According to recent CELADE estimates, the average number of children per woman in 1980 was 3.4. Earlier United Nations estimates of 2.8 children were revised upward after the results of the 1980 census were released. The United Nations now projects that Argentina's total fertility rate (the average number of children per woman) will drop to 2.7 by 2000 and to 2.2 by 2020.

Housing

There were 8.2 million dwellings counted in 1980, with an average of 3.3 people per dwelling. Thirteen percent of all dwellings — 1.1 million — were unoccupied at the time of the census

The Federal Capital District had 1.1 million dwellings, 84 percent of which were occupied. The Province of Buenos Aires had 3.4 million dwellings, 85 percent of which were occupied in 1980. Buenos Aires Province accounts for 41 percent of the dwellings in the country. The Province of Catamarca has the highest vacancy rate (18 percent), while Chaco has the lowest (7 percent).

The majority of dwellings (69 percent) have independent access to the street. Eighteen percent of dwellings are apartment buildings. Eight percent of dwellings are temporary, while the remaining 6 percent are mostly ranches. The Federal Capital District, as an urban center, naturally has the highest proportion of apartments (73 percent). The Province with the highest proportion of non-apartment housing is La Pampa (91 percent), while Buenos Aires Province has the highest proportion of apartment buildings. Santiago del Estero and Formosa are the two provinces with the highest proportion of ranches (32 and 28 percent respectively).

Education

Argentina's literacy rate, at over 90 percent, is one of the highest in Latin America. The educational system consists of seven compulsory years of schooling beginning at age six. About one-half of all five-year-olds were in pre-school in 1980.

Ninety percent of all children aged 6 to 12 were enrolled in primary school in 1980. Among children aged 13 to 17, 42 percent were enrolled in secondary school. About 9 percent of people aged 18 to 24 years were in post-secondary colleges or universities in 1980. Schooling continues on into the older years for a small minority of Argentinians. Among persons aged 25 to 34 years, 4 percent were in secondary or post-secondary classes in 1980.

Enrollment rates for men and women are almost identical in every age category. Among children aged 5 to 9, 85 percent of girls and boys are in school. For those aged 10 to 14, 88 percent of girls and 90 percent of boys are enrolled, and about 40 percent of both boys and girls aged 15 to 19 are in school. Among those aged 25 to 34, 4 percent of both men and women are in school. Women constitute about one-half of all students in higher education.

Among the population aged 13 and older, one-third had completed a primary education in 1980. About 10 percent had a secondary education and 3 percent of the population had completed post-secondary or university education.

The younger population has more formal schooling than their elders. Among people aged 25 to 29, for example, 6 percent had a post-secondary degree and 14 percent had a secondary education. By comparison, only 2 percent of persons aged 65 and over had a post-secondary education and only 6 percent had a secondary degree.

Young women are slightly more likely than young men to have completed higher education. Eighteen percent of women and 14 percent of men aged 20 to 24 had completed secondary school in 1980. Among persons aged 25 to 29, 7 percent of women and 5 percent of men had a postsecondary degree.

Labor Force

There were 10.4 million people in Argentina's labor force in 1980, or about 60 percent of the population aged 15 to 64. The unemployment rate of 2.3 percent in 1980 was low by any country's standards, but there is a much larger percentage of workers who are classified as "temporarily laid off" rather than unemployed, so that the unemployment rate is deceiving.

Large cattle and ranching industries account for 19 percent of the labor force. Although the country relies heavily on cattle for export income, the agricultural labor force is not large because beef cattle are not labor intensive. Industry and commerce account for 36 percent of the labor force, while services employ 20 percent of all workers.

Detailed labor force data were not collected in the 1980 census and no labor force survey has been taken in recent years.

Income and Communications

Among South American countries, Argentina has a per capita GNP of $2,560, behind only Venezuela, Suriname and Uruguay. But partially due to its volatile political climate, Argentina ranks lower now in per capita income in the world than it did following World War II. At that time, Argentina was 15th; now it is closer to 50th among all countries.

Argentina took a large-scale survey on income in urban areas in 1980, but because of soaring inflation and repeated devaluation of the peso, it is almost impossible to portray earnings accurately. The 1980 report found that median income was highest in three cities: C. Rivadavia, Neuguen, and Gran La Plata. Gran Buenos Aires also had a median income above the average for all urban areas. Per capita income followed a slightly different pattern with C. Rivadavia, Gran La Plata, Neuguen, Santa Fe, and Gran Buenos Aires all above average in per capita income.

Close to 40 percent of all families owned a car in 1980. Electricity is available throughout the country and there are over 5 million television sets receiving transmissions from 34 stations. Gran Buenos Aires has about 45 daily newspapers including two in German and one each in English, Italian, and Yiddish. Television and radio stations are both government and privately owned.

There is a sophisticated market research and advertising community in Argentina. Just as in the United States, consumers respond to upbeat images in advertisements featuring attractive people. An abundance of food means that Argentinians worry about their weight just like their

Population and Housing, Argentina: 1980 *

	Population					
Area	*Males*	*Females*	*1980 Total*	*1970 Total*	*Percent Change 1970-1980*	*1980 Housing Units*
Total	**13,716,098**	**14,146,673**	**27,862,771**	**23,364,431**	**19.3**	**8,306,705**
Federal capital	1,324,499	1,583,502	2,908,001	2,972,453	−2.2	1,092,558
Buenos Aires	5,351,970	5,444,066	10,796,036	8,774,529	23.0	3,451,896
Catamarca	101,519	104,685	206,204	172,323	19.7	52,455
Cordoba	1,188,495	1,218,640	2,407,135	2,060,065	16.8	699,798
Corrientes	325,424	332,292	657,716	564,147	16.6	161,586
Chaco	350,244	342,166	692,410	566,613	22.2	161,260
Chubut	136,335	125,861	262,196	189,920	38.1	73,717
Entre Rios	445,871	456,370	902,241	811,691	11.2	242,622
Formosa	148,219	144,260	292,479	234,075	25.0	69,320
Jujuy	204,374	204,140	408,514	302,436	35.1	103,161
La Pampa	106,805	100,327	207,132	172,029	20.4	67,675
La Rioja	81,141	82,201	163,342	136,237	19.9	40,636
Mendoza	584,761	602,544	1,187,305	973,075	22.0	306,279
Misiones	293,110	286,469	579,579	443,020	30.8	139,705
Neuguen	124,386	117,518	241,904	154,570	56.5	61,473
Rio Negro	196,820	187,076	383,896	262,622	46.2	109,981
Salta	330,140	332,229	662,369	509,803	29.9	154,351
San Juan	226,780	243,193	469,973	384,284	22.3	108,310
San Luis	106,869	105,968	212,837	183,460	16.0	57,376
Santa Cruz	64,302	50,177	114,479	84,457	35.5	31,236
Santa Fe	1,207,963	1,249,225	2,457,188	2,135,583	15.1	754,653
Santiago del Estero	317,384	334,934	652,318	495,419	31.7	137,349
Tucuman	480,803	487,263	968,066	765,962	26.4	221,761
Other territories	17,884	11,567	29,451	15,658	88.1	7,547

Source: National Census of Population and Housing, 1980 (Provisional Results)

**Totals differ from those shown on page 5 (by less than 0.5%) because these are provisional numbers.*

North American neighbors. A developing interest in weight watching has given the edge to diet soft drinks, cottage cheese, and yogurt.

Sources of Information

Argentina's Instituto Nacional de Estadistica y Censos has a variety of reports available for the 1980 census and from annual statistical surveys. The Censo Nacional de Poblacion Vivienda 1980 supplies final census results for population and housing for the country and individual provinces. Recent labor force statistics are available from the Anuario Estadistico de la Republica Argentina, 1979-1980. Income figures are reported in the Distribution del Ingreso Urbano en la Argentina, although we caution against using these figures as any more than a general guideline, or as a way of ordering cities from highest to lowest in income, for example.

From the United States government are the State Department's Background Notes on Argentina (May, 1980); the Overseas Business Report published in September 1981, and the Foreign Economic Trends Report from November 1981. In January, the new Argentina government put new import control regulations into effect. They are supposed to apply only until June 30, 1984, but developments in this area should be watched carefully. A summary of the new import control regulations appears in the Feb. 6, 1984 issue of *Business America*. (Single copy, $3.25, order from Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402 or from U.S. Department of Commerce District Offices.) •

—Daphne Spain

Daphne Spain is International Demographics' *Washington correspondent.*

World Population Growth: Whose Business?

More than 40 percent of the world is without access to family planning services despite "very clear signs of a growing demand for these services," according to Leon Tabah, director of the United Nations Population Division.

Briefing the press in advance of the International Conference on Population scheduled for August 6-13 in Mexico City, Tabah said that the World Fertility Survey conducted in 40 countries shows that at least 50 percent of married women who have four or more children say they do not want any more. This was not true ten years ago when the last World Population Conference was held, he said.

The survey, which Tabah called "very scientific" and the "best that we have in hand," found that the proportion of married women who desire no more children varies from 30 percent in Nepal to 72 percent in Korea, with an average of 53 percent for all surveyed.

Just as the majority of developing countries are beginning to recognize the need to reduce population growth rates, some of the developed countries are losing the momentum to reduce growth rates that has gathered over the past ten years.

Businesses that work in developing countries can be part of the effort to reduce population growth by providing family planning and health care services to their employees and supporting the voluntary efforts even when their employees are not direct recipients.

Four relationships will be the focus of the International Conference on Population:

—Fertility and the family (literate women are more likely to work and want smaller families).

—Mortality and health (improved health care reduces child deaths and increases life expectancy).

—Migration and urbanization (populations relocate both within and outside of national borders to search for safety and employment).

—Resources and environment (depletion of world resources and deterioration of natural environments).

Since the 1974 World Population Conference, the world population growth rate has declined slightly from 2 percent a year to 1.7 percent a year.

Demographers in the United States interpret the ten-year change as simply a plateau. United Nations'

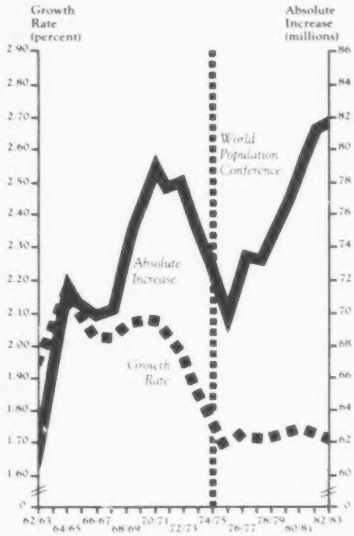
Distribution of World Population by Region, Medium Variant: 1950, 1980, 2000, and 2025

(in percent)

Region	*1950*	*1980*	*2000*	*2025*
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**
Africa	8.9	10.7	14.3	20.1
Latin America	6.6	8.1	9.0	9.7
North America	6.6	5.7	4.9	4.3
East Asia	26.8	26.5	24.0	20.8
South Asia	27.8	31.6	33.9	33.9
Europe	15.6	10.9	8.3	6.3
Oceania	0.5	0.5	0.5	0.5
USSR	7.2	6.0	5.1	4.4

Source: Results of the United Nations demographic estimates and projections as assessed in 1982.

World Population Growth: Annual Growth Rate and Absolute Increase, 1962/63 - 1982/83



population specialists, on the other hand, take pride in the decline.

Some United States experts believe the task of the conference will be diluted if it is believed that the world population growth rate for the decade declined. United Nations experts, on the other hand, believe that countries will be discouraged if the rate is described as a plateau.

Regardless of the interpretation, the task of the conference looms large. In the last ten years, 90 percent of population growth took place in developing countries. Even though some of these countries have reduced their birth rates, the number of women of childbearing age will be large for several decades.

In order for the population growth rate to slow, the fertility of the people who have already been born must be a priority concern. If, through the efforts of the International Conference on Population, a country's leadership can see how its demographics are linked with its socioeconomic well-being, it can direct strategies to achieve the results it wants. •

—Jane K. Boorstein

Jane Boorstein is International Demographics' *correspondent at the United Nations.*

Publications

Whitaker's Almanack 1984, 116th Edition, 1983, London: J. Whitaker and Sons, Ltd., 1,220 pages, $46. Order from Gale Research Co., Book Tower, Detroit, MI 48226.

Whitaker's Almanack is a mini-encyclopedia of Great Britain, but it also contains articles of international interest on a country-by-country basis. Tables, charts, maps, and other information generally found in almanacs are found in Whitaker's. Subjects covered range from weather to the peerage, trade to postal regulations.

A Census User's Handbook, edited by David Rhind, 1983, London: Methuen, 393 pp., $29.95 hardcover; $14.95 paper. Order from Methuen, Inc. 733 Third Ave., New York, NY 10017.

This book is probably more than you ever wanted to know about the 1981 British census. On the other hand, if you rely on the data collected by it to help you make site selections, create sales territories, or make consumer marketing or advertising decisions in Great Britain, this volume may be exactly what you need.

David Rhind has compiled a volume that takes the census user from a brief history of past censuses through 1981 questions, results, definitions, and such techniques as bivariate and multivariate analysis. This book does not contain data from the 1981 census. It does describe the census in detail including various census products, geographic areas, comparisons with prior years' questions, changes in definitions, and so on.

Abstracts of Current Studies, 1983, The World Bank, 1818 H St. NW, Washington, DC 20433.

This free volume from The World Bank provides up-to-date abstracts and proposed publication dates for World Bank research projects. Research topics include education, mass media, labor force, health, nutrition, and income.

The Threat of Japanese Multinationals — *How the West Can Respond* by Lawrence G. Franko, 1983, New York: John Wiley & Sons, Inc., 148 pp., $21.95.

Japanese strengths have been aided by the weaknesses of Western companies, according to Lawrence G. Franko, professor of International Business Relations at Tufts University's Fletcher School of Law and Diplomacy.

Franko says too often U.S. and European companies neglect research and development, look for short-term financial results, ignore world-wide developments in their own industries, and take a narrow view of products and market segments.

On the latter point, for example, he chides the Western "Myopia." "As a result of the special characteristics of Japan as a home market, Japanese firms have been naturally led to develop smaller, lower-priced versions of products introduced earlier in the West. The low production costs permitted by the scale economies available within the huge Japanese market then give the Japanese firms a 'natural' comparative advantage in such market segments," Franko writes.

"The 'up-market' versus 'down-market' vocabulary alone has been indicative of the negligence or even abandonment of those segments by Western auto producers, motorcycle companies, TV set manufacturers, copier companies, machine tool firms, and others," he says.

Using examples from firms that do operate successfully in Japan, Franko suggests that products that combine design, image and fashion with sophisticated technology and craft-based skills sell best in Japan. He mentions Rolex watches, designer scarves, dresses, attache cases, and luggage as well as products and services "intensive in Western language software" such as Hewlett-Packard and Digital Equipment. Services such as credit cards that help the Japanese tourist overcome the language barrier have also done well, Franko says.

The book offers a new perspective on the Japanese multinational, analyzing Western firms' strengths as well as weaknesses.

Transnationals and The Third World: The Struggle for Culture by Armand Mattelart, 1983, South Hadley, MA: Bergin & Garvey Publishers, Inc., 192 pp., $22.95 cloth.

This book is the result of one of two studies commissioned by United Nations' Center on Transnational Corporations. The two studies examine the impact of transnational firms on the sociocultural aspects of developing countries. One study focuses on the positive impact, the other on the negative. This book emphasizes the negative.

The author does not stick strictly to transnational firms; he also examines the large organizations such as educational institutions that do studies on birth control use and policy in developing countries, as well as transnational educational television networks.

To Armand Mattelart, any involvement of transnational firms has a negative impact on a country's sociocultural development, and his examples make one a true believer. For example, transnational school supply companies help Mexican students enter the transnational world through Kimberly Clark's notebooks which transport "children in Ford cars to sunny tourist beaches and lakes." Globes from Chicago are called "the greatest novelty of the season."

Mattelart's points are well taken, of course. Transnational companies do affect the cultures into which they move. It would be impossible not to do so. Therefore, this study does serve as a caution to transnational companies against the kinds of behavior which often result in excessive regulation from developing countries.

The theories of this work are sometimes difficult to understand, perhaps because it loses something in the translation from the French. Do not expect an easy read, but rather one that is thought-provoking.

Population: Labor Force Activity, 1981 Census of Canada (92-915), $9.50.
Population: Labor Force — Occupation by Cultural Characteristics (92-918), $8.50 in Canada, $10.20 in other countries.
Population, Mobility Status of the Labor Force (92-926), $18 in Canada, $21 other countries.

Order each of the above from Publications Sales and Services, Statistics Canada, Ottawa K1A OT6 at the price listed.

These reports from the 1981 census show labor force activity of the population aged 15 and over by selected demographic, socio-cultural, linguistic, educational, employment, and geographic characteristics, for Canada and its provinces.

Included in the reports are extensive data on the 4.5 million Canadian women who were in the labor force in 1981, more than half of all women aged 15 and over.

During the 1970s, labor force participation by married women in Canada jumped from 37 percent to 52 percent and their numbers grew from 1.8 million to 3.1 million. Participation rates were highest for women in their early 20s at 77 percent, but 65 percent of women between the ages of 25 and 44 also worked.

Women remained concentrated in the traditional occupations of clerical work, sales, services, health and teaching, but the number of women in management and administration, engineering, computer programming, social work, university teaching, medicine, law, and several occupations related to science more than tripled in some cases.

"Women in the Work World," a layperson's guide to the changing role of women in the nation's work place will be published soon by Statistics Canada. To reserve a copy, write to the address above. Other titles expected to be available this spring include "Canada's Young Homeowners," "Changes in Incomes in Canada 1970-1980," "The Elderly in Canada," and "Canada's Lone-Parent Families." •

Mexico / *continued from p. 3*

tremely high rate. From 1980 to 1985, the growth rate will be about 4 percent a year, and it will decline to about 3.1 percent per year during the last five years of the century. While the annual increase in jobs from 1975 to 1980 was 625,000, the number of jobs needed during the last five years of the century will almost double, to about 1.2 million jobs per year.

An additional factor complicates this rather bleak economic forecast: namely, the composition of the labor force. The process of economic development usually transforms agricultural societies into non-agricultural ones. This change is usually accompanied by urbanization. In Mexico, rapid urbanization and a large reduction in the proportion of the labor force in agriculture has begun.

According to population projections by urban/rural areas for Mexico, from 1980 to the year 2000 the urban population is expected to grow at a rate of 3.1 percent a year, while the rural population will grow at an annual rate of 0.7 percent. This implies that most of the demand for new jobs will be in urban areas and in the non-agricultural sector. If one assumes that Mexico will reach in the year 2000 the same percentage of the labor force in non-agricultural activities as was true in Argentina in 1970, then the non-agricultural labor force will gain 27 million people between 1970 and 2000, a 335 percent growth, to 35 million non-agricultural workers.

While the agricultural labor force will still grow (but at less than 0.7 percent a year), the non-agricultural labor force will demand new jobs at an average annual rate of 5 percent a year from 1970 to 2000. Providing those jobs will be an extremely difficult task.

Can the Mexican economy create jobs rapidly in the non-agricultural sector? Can the modern sector of the economy with investments highly capital intensive (which do not generate many jobs), create enough jobs to meet the expected demand? Or will the new job seekers be absorbed by the traditional sectors where salaries are generally low? And, what implications will this situation have for Mexico's income distribution? There are no definitive answers to these questions because the factors that affect the economy include economic planning, investments, and the prospects for international trade and markets.

Regardless of these factors, past population growth has created an age structure that will make it extremely difficult to reduce unemployment in Mexico during the rest of the century. Plans should be made immediately for counteracting the effects of these demographic trends, and for creating an economic environment that can absorb the enormous increase in workers seeking jobs in the modern sector.

Sources for this article include: *Labor Force Estimates and Projections, 1950-2000*, Vol. III, Latin America, Geneva: The International Labor Office, and *Detailed Statistics on the Urban and Rural Population of Mexico, 1950-2010* by Patricia Rowe, Washington, D.C.. U.S. Census Bureau. (Unpublished.) •

—Susan O'Connor and Eduardo E. Arriaga

The authors are researchers at the U.S. Census Bureau's Center for International Research.

One Child *continued from p. 12*

and women equal in all respects, boys are more respected, carry on the family line, and are economically more viable than girls. By tradition, elderly parents live with their male children.

The statistical probabilities are that one-half of China's couples will have sons. But surveys find that only 2 percent of couples would be satisfied to have only a daughter and Chinese sex ratios already indicate this preference. Urban sex ratios of 154 men for each 100 women, and 503 men for every 100 women in rural areas, have been reported.

The government insists that the nationwide sex ratio — 106 men for every 100 women — is normal. But this ratio reflects all age groups. The ratios that heavily favor males appear in the younger age groups affected by the one-child policy.

In China, a rough gauge of government concern about an issue is how it is covered by the media. Horrifying stories of infanticide appear regularly in the press.

To counter the infanticide, government family planning materials emphasize the value of girl children. The All-China Women's Federation, an arm of the state, launched a women and children's campaign in early 1983 to publicly denounce abuse of mothers of girls and the practice of female infanticide.

Selective abortions are also used to insure the desired sex of a child. One study showed that with prior knowledge of the sex of a fetus, women were far more likely to abort if the fetus was a girl. In 1981, Nanjing city's Gu Lou hospital banned the general public from access to the test performed to ascertain the sex of the fetus because of the sharp increase in demand for the service.

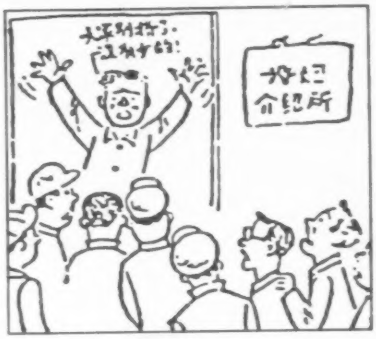
An imbalance between men and women does not seem serious for children, but when children grow up and reach marriageable age there may not be enough women to go around. This could lead to more gangs of young men, and rape and harassment of women.

The difficulty of obtaining accurate data on female infanticide and selective abortion preclude quantifying their prevalence in China, but the data that are available, coupled with the government's attention to the problems indicate that the issue is of concern.

Contradictions

China's economic policy — called market socialism — ultimately seeks to achieve the four modernizations mentioned earlier. Elements of this policy include increased economic contact with the rest of the world, decentralization of certain economic planning, an emphasis on efficient management and an attempt to increase productivity in all sectors.

In agriculture, the responsibility system, a move toward decommunalization of farming, was initiated in 1979, soon after the one-child policy was announced. Peasants were allotted their private plots, contracting to provide the state with a percentage of their produce. They were free to sell the rest and keep the profit.



MARRIAGE INTRODUCTION SERVICE
"Everybody go home—there are no more women left."

Source Guilin Daily, *April 17, 1983*

Unintended by the state, this new system gave farmers added economic reasons to produce children. Birth rates went up. The state responded quickly with the double-responsibility system, or contracts for both farm production and births.

Rural Chinese balk at having only one child in part because their existence is more precarious than that of city-dwellers. The government is now testing a policy designed to allow women to have a second child provided they agree to be sterilized afterward. Stories of high fines and coercive actions to enforce such measures are frequently heard in China. The state also threatens to provide no help in times of need for families with more than the allotted number of children.

As affluence grows among the peasantry, it is difficult to predict whether the peasants will adhere to the government's call to have one child, if the peasants will endure the costs of having additional children, or if the choice will remain theirs at all. •

—Karen Hardee

Karen Hardee, who spent 1982 in China, is a graduate student in the International Population Program at Cornell University.

Coming Next Month:

Where to go for the best demographic data in the Asia/Pacific Region.

Profile: South Africa unraveled.

Implications of China's One-Child Policy

China's ambitious attempts to control its population have been effective. Between 1971 and 1981, the annual growth rate declined from 2.3 percent to 1.4 percent.

The government's goal is to keep China's population to 1.2 billion by the year 2000, and either maintain that as a stable population, or, ideally, to reduce the population to 700 million, deemed the optimum population that China's natural resources can sustain. (The 1982 population was 1.008 billion.) The government is using a one-child policy as a means of achieving this goal.

It is now apparent that the one-child policy will not only cause significant changes in the demographic structure of society, but could also contribute to social stress. The age structure is being altered, the ratio of males to females reflects a desire for the only child to be a son, and there are conflicts between the new economic policy and the call for limits on the number of children.

Chinese government officials became sufficiently alarmed about their country's large population in the early 1970s when they initiated a policy urging late marriages, greater spacing between births, and no more than two or three children per couple. It is these policies that helped reduce the annual growth rate.

The combined factors of built-in demographic momentum (the notion that tomorrow's parents are already born today and thus will sustain population growth) and the lagging economy convinced Chinese officials that more stringent measures to control population were necessary. In 1978, the one-child policy was announced. Under certain conditions couples can have two children, but under no circumstances is a third child permitted. A series of economic incentives and disincentives encourage couples to sign the one-child pledge.

The state is powerful enough to enforce the policy in urban areas, but will probably need to be content with a two-child compromise in the countryside.

Age Structure

Like most developing nations, China has a young population now. In 1980, 36 percent of the people were 14 years old or younger, whereas only 5 percent of the population were 65 and older. Each Chinese worker supported .93 dependents (the dependency ratio), mostly young children. The economy is geared to a young population and the government must provide appropriate services: pediatric medical care, day care, and schools.

If Chinese couples reduce their family size to slightly more than 1.5 children per couple, the dependency ratio will improve initially as the percentage of workers increases until 2015. After that however, a large percentage of workers would reach retirement age. In 2020, the percentage of retirees in the population could reach 25 percent, and in 2040 could peak at 32 percent. These percentages of elderly, significantly higher than any in the world today (the U.S. currently has 11 percent elderly; Northern Europe, 15 percent), will entail a substantial redistribution of resources and services.

Sex Ratios at Birth for Selected Areas of Anhui Province, 1979-1981.

Unit	*Year*	*Total*	*Number of Births* *Male*	*%*	*Female*	*%*	*Percentage Point Excess of Males to Females*
Tanming County	1979	11522	5950	51.6	5572	48.4	3.2
	1980	11554	6115	52.9	5439	47.1	5.8
Huaiyuan County	1980	13487	7593	56.3	5894	43.7	12.6
	1981	10768	6266	58.2	4502	41.8	16.4
Lanchao Commune	1981	133	83	62.4	50	37.6	24.8
Longkand Commune	1981	104	66	63.5	38	36.5	27.0
Heliu Commune	1981	231	145	62.8	86	37.2	25.6

Source: People's Daily, April 7, 1983.

The Chinese government has promised increased retirement benefits for retirees and community aid to elderly with no family to support them. Statistics show that currently only 10 percent of the urban population is covered by pensions and only 1 percent of men and women of retirement age in rural areas are receiving community aid. To increase the number of people assisted would be costly, not only to the state, but also to local areas in whose administrative realm such services lie. In addition, medical care will have to shift its emphasis from pediatrics to geriatrics.

The government is, however, choosing to ignore the ramifications of the graying of Chinese society. Government officials argue that the fertility policy will return to two children before the age structure becomes too skewed and that even if the population does age dramatically after the year 2000, China will be modernized and able to take care of its old people.

The Chinese government sees the social security problems the United States now faces as an inherent defect of a capitalist system. But if the ambitious goals of the "four modernizations" (progress in agriculture, industry, science and technology, and defense) do not succeed within the promised time, China will have lost valuable lead time in preparing for the aging of its population.

The Sex Ratio

Most Chinese couples want their only child to be a son. Despite official propaganda pronouncing men

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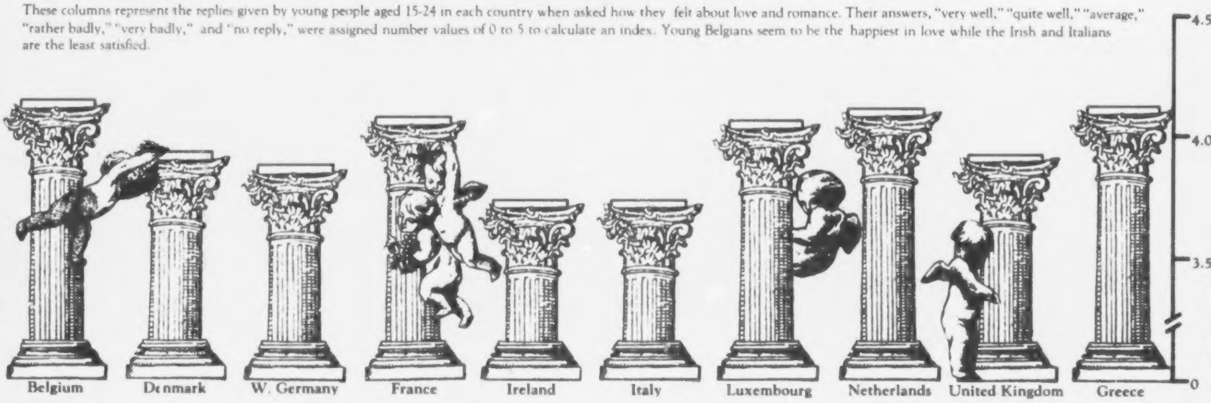
INTERNATIONAL DEMOGRAPHICS

June 1984, Vol. 3, No. 6

How Young Europeans Feel About Love and Romance

These columns represent the replies given by young people aged 15-24 in each country when asked how they felt about love and romance. Their answers, "very well," "quite well," "average," "rather badly," "very badly," and "no reply," were assigned number values of 0 to 5 to calculate an index. Young Belgians seem to be the happiest in love while the Irish and Italians are the least satisfied.



Source: The Young Europeans *Commission of the European Community, 1982.*

In the Spring, a Young Belgian's Fancy . . .

Young Belgians and Dutch are the happiest in love and romance while Italians and Irish are the least satisfied, according to a European Community study of the attitudes and lifestyles of Europeans between the ages of 15 and 24.

The 1982 survey of a nationally-representative sample of nearly 4,000 young people was completed in anticipation of the 1985 International Year of Youth, and so that the Commission of the European Communities could better understand the ten member countries' youth.

The Commission report, prepared by Jean-Francois Tchernia, describes the ages 15 through 24 as a "time of metamorphosis. Occupation, household type, and financial situation change more quickly and radically than at any other time of life," it says.

Demographically, the survey is broken down by age, sex, living arrangement, financial situation, and work situation.

About 31 percent of all young Europeans — 12.5 million — are working in full- or part-time jobs, while 44 percent — about 18 million — are students. Generally speaking, the respondents found their work satisfying and believed that their schooling would provide them training for the jobs they hope to find.

Of the young Europeans, 70 percent lived with their parents, and 13 percent with their spouse, meaning that 83 percent of Europeans in that age group live in a family situation. Five percent said they live alone, another 5 percent with a boyfriend, girlfriend, or fiance, and 3 percent said they share housing with other

continued

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COUNTRY PROFILE: SOUTH AFRICA

The Living Arrangements of Young Europeans by Age and Occupation

(in percent)

Occupation	Living with parents	Living with spouse	Living alone	Living together	Other	Total
Studying (44%)						
15-19 years	94	—	2	1	3	100%
20-24 years	64	3	13	9	11	100%
Working (31%)						
15-19 years	83	5	4	4	4	100%
20-24 years	50	25	10	9	6	100%
Unemployed (11%)						
15-19 years	86	1	3	—	10	100%
20-24 years	62	21	5	5	7	100%
Other (14%)						
15-19 years	—	—	—	—	—	—
20-24 years	19	64	3	6	8	100%
Total (100%)	70	13	5	5	7	100%

Source: The Young Europeans, *Commission of The European Communities, 1982*

unspecified people. Women leave their parents' homes earlier than men. By age 24, eight of ten women have left their parents, compared with only six in ten men. Women are also more likely to live alone. And, by age 24, 47 percent of women lived with their spouse, compared with only 24 percent of men.

More than three-quarters of young Europeans either say they "manage comfortably" or "can get by if I am careful," on their existing finances. Sixteen percent describe their financial situation as "being difficult to make ends meet," or "being driven to get money any way I can." Men's satisfaction with their financial situation seems to drop off sharply between the ages of 19 and 20, while women's dissatisfaction grows progressively as they get older.

Besides establishing the living and financial situations of young Europeans, the survey also asked about their attitudes, values, and interests.

"As they were born between 1958 and 1967," the report says, "young Europeans aged 15 to 24 have, in the main, always lived in societies experiencing economic growth, technological progress and peace. Unlike their elders, they do not aspire to more material progress, but to a better quality of life in a less violent and more open society."

Using the demographic information in combination with responses to questions about areas of interest, the authors constructed seven typologies, based on interests. The seven groups were distributed similarly in each of the ten countries, except where noted.

Only 4 percent of European youths fell into the first type called No Area of Interest. The majority in this group are non-working, married, poorly-educated women, who have a poor or modest standard of living. While often happy in love, they are not particularly satisfied with their marital lot in life. This type was slightly more common in Belgium and Ireland than in other countries.

Men represent the majority in the Popular Culture type, which accounts for 17 percent of young Europeans and is prevalent in Germany and Belgium. Married heads of households fall into this group more than any other, although many still live at home. Their main interests are science and sports. Their financial situations are reasonably good and they consider their career and job prospects to be good.

Environmental and social problems are the main interests of the 18 percent in the Environment type. They are most likely to be female and neither workers nor students. They are not well off financially and likely to be poorly educated. Italy and Denmark seem to be the home of many people in this type.

The largest group — 22 percent — is found in the Amusement typology, for whom sports, entertainment, and the arts are most interesting. This group is almost evenly divided between men and women. People in this group are likely to live with their parents and likely to be the sons and daughters of blue-collar workers. Large numbers of them are found in the United Kingdom and Ireland.

Italian women seem to have the most interest in the Third World, developing countries, and important social issues. The Third World type contains a prevalence of young women who are unemployed and are not confident about their love life or their job prospects. This represents 14 percent of European youth.

People who are apparently looking for their regional and cultural roots are included among the 10 percent who fall into a type called Regions. These are predominantly middle-class women who have expressed a strong interest in the ways that other people in their region live. Greece seems to have many of these youth.

The seventh typology is one called Politics and includes 15 percent of European young people. This group consists largely of male students from affluent families, but is not particularly well off financially because it is also the group least likely to live with their parents. They are highly politicized and may be unmarried heads of households. They are found most often in Germany, Luxembourg, and Greece.

The complete 175-page report, *The Young Europeans*, is available on a limited basis from The European Community, 2100 M Street N.W., Suite No. 707, Washington, DC 20037, attn. Barbara Sloan. ●

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Pioneering Singer Sews Up a New Business Strategy

There was a time when the pedal-powered Singer sewing machine was a household fixture all over the world. "I never heard of any other make until I came to London," said a Jamaican woman. "It was a prized possession. Not many people had them in those days, just the tailors and the better off. It was a status symbol."

Today that symbol is somewhat battered. The Jamaican woman has a Japanese machine — and Singer, which controlled 70 percent of the world market shortly after the Second World War, is fighting to hang on to its 9 percent share in the face of low-cost competition.

But Isaac Merrit Singer, who set up the company over 130 years ago, would be amazed at the way the world's first multinational is tackling its future. Although Singer officials are keeping plans under wraps, the strategy that is emerging would result in the bulk of sewing machine production being concentrated in the Third World while the North American end of the business specializes in high technology armaments and aerospace.

The new-look Singer Company appears to be evolving into two entities, one based on profitable high technology and the other geared to traditional manufacturing using cheap Third World labor. Singer is leading the way in using this new division of labor, not surprising for a company which was the first to have an overseas factory.

The strategy has been prompted by the dramatic fall in sales of sewing machines, particularly in developing countries hit by recession, where Singer's operating income fell from $63.1 million in 1981 to $20.4 million in 1982. Singer's 1982 turnover was stagnant at $2.52 billion but this concealed the increase in aerospace sales to $892 million. For the first time since the company was founded in 1851, sewing machine sales, at $758 million, were eclipsed by another of the company's products. Jubilant Singer executives said that 1983 would be the first year of "the new Singer."

Since 1975, when its losses reached $452 million, Singer has cut back heavily on its North American and European sewing operations and committed itself, in the words of company president William Schmied, to "high technology aerospace operations which represent Singer's principal growth area in the future." This led to the increased importance of its sewing machine production within its Africa, Latin America and Far East group.

Singer does hope for a recovery in its traditional business based on a new range of sewing machines which will be introduced in early 1984. "Plants in Taiwan and Brazil," Schmied told Singer shareholders at the 1983 annual meeting, "will be the focal point for the production of the new consumer sewing machines." The new machines will be cheaper and simpler but will still incorporate modern technology, enabling Singer to compete more effectively with its Japanese rivals. Initially, the new model, code named Phoenix, will be for export only and will go to the U.S. and Europe rather than to the depressed markets of the Third World.

Recent reports suggest that Singer do Brazil, the company's largest overseas subsidiary, will have a particularly important part to play in the new manufacturing strategy. Singer is said to have given a commitment to the Brazilian government to increase its export earnings from the present $30 million to $500 million over the next 10 years.

For the time being Singer will keep open factories at Monza, Italy and Anderson, South Carolina. Both factories, however, have been considerably cut back.

The reorientation of sewing machine production towards Third World countries has been underway since 1976 when Singer's North American and European sewing machine operations were subjected to a radical restructuring. Several factories were closed including the complex of Clydebank in Scotland, where equipment over 100 years old was still in operation. In 1982, Singer closed its factories in Elizabeth, New Jersey and Karlsruhe, West Germany.

Singer's work in aerospace is highly profitable because it is mostly undertaken on contracts for the U.S. government, which provide a guaranteed profit. Over 35 percent of Singer's capital investment is now in this field. Singer subsidiaries, led by Link Simulation and Kearfott Division, are producing flight simulators, inertial guidance system and other equipment for NASA's space shuttle, military aircraft and for conventional aircraft. Other subsidiaries manufacture radar and fire control systems.

Singer's shift into high-profit, high-technology manufacturing for the Pentagon and the gradual transfer of its traditional sewing machine interests to the Third World is particularly interesting given the company's history. It was in 1851 that Singer invented the first sewing machine with an overhead arm which allowed continuous sewing. Demand for the new machines was inexhaustible and was intensified from 1863 on by the Singer Company's policy of selling through salaried agents who ran local offices advertising the new machines and instructing customers on how to use them. These offices also employed debt collectors since Singer was the pioneer of credit purchase●

—William Pike

South/Third World Media Syndication

Country Profile

Republic of South Africa

Mention South Africa and the immediate association is with apartheid. Condemned by the world community for their policy of racial discrimination, South Africans contend that outsiders don't understand the system they legalized in 1948.

Apartheid (The Afrikaans word for "separateness") calls for developing different political institutions for blacks and whites in preparation for their eventual separation. By this reasoning, black Africans are not considered permanent residents of South Africa, but rather of the "homelands" to which each tribal group has been assigned by the government. Four homelands have been made independent, and if the remaining six become independent as scheduled, South Africa theoretically will no longer have any black citizens. Under this plan, nearly 90 percent of the current area of South Africa would go to whites, while the remaining 10 percent would be divided among the ten homelands. The United Nations has condemned the homelands policy, and no country has recognized their independence.

"The U.S. Government neither encourages nor discourages private investment in South Africa," according to Department of State and Department of Commerce publications. The U.S. urges American firms to create the same work environment of racial equality in South Africa that they do at home. The U.S. government endorses the Sullivan Principles, which call for equal treatment of all employees regardless of race, advancement of black workers, and assistance with community development to improve living conditions for black employees. All American companies in South Africa (currently about 330) are encouraged to voluntarily adopt the Sullivan Principles.

South Africa had its first post-war year of negative economic growth in 1982, when its real gross domestic product fell by almost 1 percent. Severe droughts have devastated agricultural production and may damage industry if water shortages reduce electrical production.

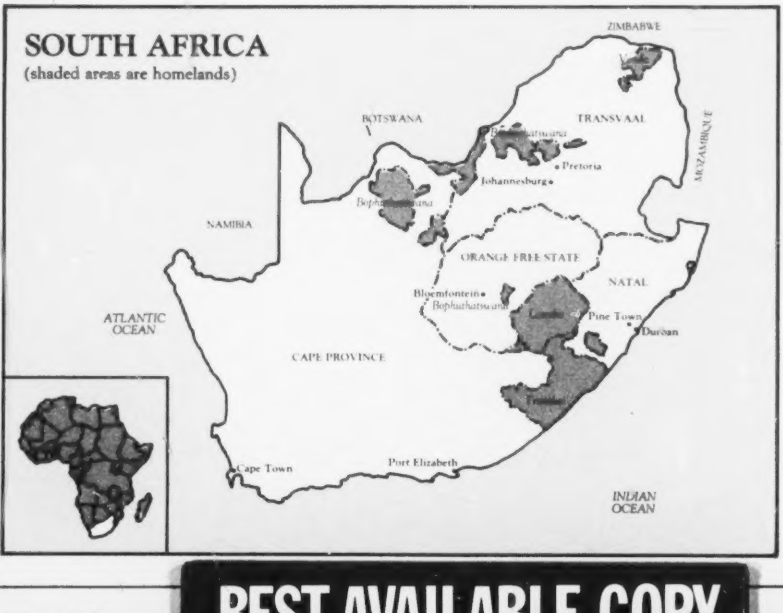
South Africa is the largest market for American exports in sub-Saharan Africa, although the value of U.S. exports dropped from $2.9 billion to $2.4 billion between 1981 and 1982. West Germany has recently replaced the U.S. as South Africa's most important supplier. The U.S. Department of Commerce predicts an upturn in demand for U.S. imports in 1984, however, and export opportunities are best in water resources, mining, and electrical power station equipment.

Population Growth

By law South Africa has four distinct populations: Africans, whites, coloureds, and Asians. The term "black" as it is used in South Africa includes all nonwhites (i.e., the Africans, coloureds, and Asians), although many population statistics are available for each group separately.*

The combination of Afrikaners and British makes up the white population. Whites are in the minority and numbered only 4.7 million in 1983, or 15 percent of the total population. Since whites rule the country, however, their importance is far disproportionate to their numbers.

There were 2.7 million coloureds in 1983, approximately 9 percent of all South Africans. Cape Coloureds are the descendents of black or Malay slaves and Dutch masters, and most live in the Cape Town area. Asians are the smallest minority, numbering 843,000 in 1983 (3 percent of the total population). Most Asians are descended from Indian workers brought to South



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*In this report, we use black in referring to the native African population and nonwhite when Asians, coloureds and blacks are all included in the data.

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Africa in the mid-19th century to work as indentured laborers on sugar estates in Natal.

Black Africans, the single largest population group, numbered 22.7 million in 1983, or 73 percent of the total population. Blacks are divided into ten subgroups corresponding to the ten ethnically based homelands. The largest groups are the Zulu (5.9 million in 1981) and the Xhosa (3.1 million). "Xhosa" is technically the name of a language and not a single tribe, but it has come to be accepted as an identifier for a segment of the black population.

Preliminary results from the South African census of 1980 reported a total population of 24.9 million, but the U.S. Census Bureau has adjusted that figure for undercount and estimates that the 1980 mid-year population was 28.7 million. Based on the bureau's evaluation, South Africa's population has grown by 28 percent since 1970, when its population was estimated at 22.5 million. The mid-year population for 1983 was estimated at 30.9 million, and the U.S. Census Bureau projects a population of 44.8 million by the year 2000. South Africa is the 5th largest country in Africa and the 28th most populous in the world.

Part of the difficulty in producing reliable population counts for South Africa is the difference in coverage between whites and nonwhites. Nonwhites are much more likely to be undercounted, particularly in rural areas. Since they are the numerical majority, a sizeable undercount can greatly affect the total for the country. For example, the *South African Statistical Yearbook* reported 17 million nonwhites in 1980, whereas the U.S. Census Bureau estimated the number to be 20.9 million after adjusting for age and sex underreporting. This discrepancy alone changes the total count by over 3 million persons.

Statistical data for whites are good. South Africa has had a compulsory vital registration system since the Statistics Act of 1914. Data on births and deaths have been available for whites since 1910, and for coloureds and Asians since the late 1930s. The only vital registration data available for blacks are deaths since 1969 in selected urban areas. The South African Department of Statistics reports that information on black births and deaths is not given for the total country because the data in rural areas are not considered reliable.

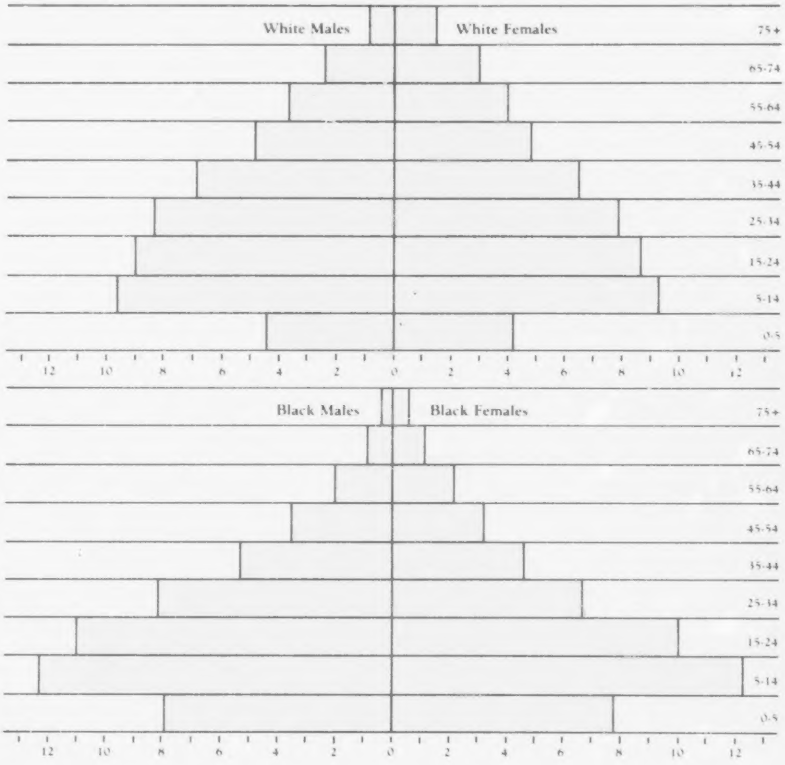
Population growth also varies by race. The annual growth rate for the entire country was 2.4 percent in 1983, but for blacks it was 2.7 percent and for whites it was only 1.5 percent. That means the white population will take about 47 years to double in size, while the black population will double in about 26 years.

Differences in growth rates are reflected in differences in vital statistics. The birth rate among whites in 1980 was 16.5 births per 1,000 whites compared with 40 births per 1,000 blacks. Coloureds and Asians were intermediate with rates of 27.8 and 24, respectively. Death rates in 1980 were 8.3 deaths per 1,000 whites; 12 for blacks; 9.2 for coloureds; and 5.9 for Asians.

Immigration has played an important role in South Africa's white population growth. In 1980 the

Black and White South Africa by Sex and Age: 1980 *(in percent)*

**Note that under 5 is the only 5-year age group, the rest are all 10-year groups.*



	White			Black		
	Total	*Males*	*Females*	*Total*	*Males*	*Females*
All Ages	4,528,100	2,265,400	2,262,700	16,923,760	8,696,080	8,227,680
Under 5*	391,760	199,460	192,300	2,643,640	1,328,860	1,314,780
5-14	854,960	434,960	420,000	4,165,960	2,081,080	2,084,880
15-24	799,560	407,680	391,880	3,568,240	1,867,800	1,700,440
25-34	735,060	376,200	358,860	2,497,820	1,367,920	1,129,900
35-44	605,760	311,180	294,580	1,690,120	905,260	784,860
45-54	436,780	218,860	217,920	1,146,200	597,140	549,060
55-64	347,960	167,000	180,960	697,340	330,640	366,700
65-74	247,480	110,660	136,820	334,640	145,140	189,500
75+	108,780	39,400	69,380	179,800	72,240	107,560

white rate of natural increase (births minus deaths) equalled 0.82 percent. According to the *South African Statistical Yearbook*, the growth rate that year (natural increase plus net migration) was a much higher 1.21 percent for whites. (The *Yearbook's* estimate is lower than that of 1.5 percent made by the U.S. Census Bureau.) Between 1975 and 1980, net migration into South Africa equalled 88,600 persons, the majority of whom were white.

Net migration in 1981 was 33,000 persons. Fifty-five percent of new arrivals were from Europe (predominately the United Kingdom) and 40 percent were from other African countries. Only 2 percent were from Asia. Among emigrants from South Africa, 37 percent listed Europe as their destination; 18 percent were going to other African countries; 27 percent were going to Australia; and 15 percent were going to North or South America. Persons not economically active accounted for about 60 percent of both immigrants to and emigrants from South Africa. Among people entering the country in 1981, 12 percent were in professional occupations and 13 percent were classified as production workers.

Regions and Cities

South Africa is divided administratively into the four provincial governments of the Transvaal, Orange Free State, Cape of Good Hope, and Natal; six of the ten homelands (called National States by the South African government) are still administered by the government. There are three different capitals in South Africa due to disagreement between the Boers and British over which city should predominate after the Union of South Africa was formed in 1910. A compromise was reached by making Pretoria the administrative capital, Cape Town the legislative capital, and Bloemfontein the judicial capital.

The Transvaal grew most rapidly between 1970 and 1980, about 3 percent per year, and had the largest population of any province in 1980. The black population is evenly divided between the Transvaal and the homelands. Growth rates for the homelands are not available but are probably high due to the government's forced relocation programs. The white population grew fastest in Natal, while coloured population growth was greatest in the Orange Free State and Asian growth was greatest in the Transvaal.

Definitions of urban and rural are not consistent from one census to another. In 1951, the census definition of urban was population concentrations of an urban nature, regardless of legal boundaries or status. In 1960, urban included all areas with a population of 500 and over, with or without any form of local authority, as well as "suburban areas" regardless of size.

By the 1970 census, urban was defined as all cities and towns with some form of local management and areas with urban amenities but without some form of local management (usually industrial or mining townships). In the 1980 census, the only requirement for urban status was that the area fall under a specific local authority. Because of these inconsistencies, comparisons over time are not reliable.

In 1980, just over half the population (53 percent) lived in urban areas. Approximately 90 percent of whites and Asians lived in urban areas, while three-fourths of coloureds and 38 percent of blacks were classified as urban. South Africa is largely desert (only 10 to 15 percent of the land is arable), and the diverse conditions are reflected in different levels of urbanization within provinces. The Cape of Good Hope is most highly urbanized at 75 percent. Orange Free State is the least urban (43 percent) of the provinces, while the National States average only 17 percent urban. Among the National States, Ciskei is most urbanized (36 percent), followed by KwaZulu (22 percent). Other homelands range from 3 to 10 percent urban.

The preliminary census count from 1980 found 1.5 million people in Johannesburg, the largest city. City data given in the table are for the city proper, not the urban agglomeration. Durban and Pretoria, for example, which have a half million residents in the city proper, have about 1 million residents each if the agglomeration is counted. Johannesburg, Cape Town, Durban, and Pretoria are the main cities with large metropolitan areas surrounding them.

Ethnicity and Religion

Understanding South Africa's racial and ethnic divisions is the key to understanding the country. Political and social interaction across racial lines is forbidden; interracial marriage is illegal, and sexual contact between whites and nonwhites is punishable by a seven-year jail sentence. Economic relationships are strictly controlled by the passbook system. Every black aged 16 and over must carry a passbook that identifies his or her tribal group and place of residence; employment records; monthly signatures of employers or guardians; and tax receipts (blacks must pay a poll tax even though they cannot vote in national elections). The passbook establishes a black's right to be in a particular area of the country; if found without it, the guilty party is "endorsed out" to the tribal homeland. In some years arrests for passbook violations have averaged 1,500 per day.

Whites, who instituted the apartheid system less than 40 years ago, feel that they have the right to reserve voting privileges, membership in Parliament, and key government positions for themselves. They argue that apartheid can only be understood in the context of South Africa's history, and that outsiders do not have a right to exert pressure for change on the present government.

Modern South Africa's history began in 1652 with the first white settlement in Cape Town by the Dutch East India Company. Afrikaners, descendents of Dutch, German, and French Huguenot settlers, consider themselves the "White Tribe" of South Africa. After establishing the settlement at Cape Town over 300 years ago, they fled into the interior in 1835 to escape British rule. This migration became known as The Great Trek, and the Boers (Afrikaans for farmer) took over successive acres of land as they traveled inland. They claim they occupied only empty land and did not displace black tribes. Afrikaners defend their right to the land with a religious zeal.

Independent Boer republics of the Transvaal and the Orange Free State were created in 1852 and 1854. After years of dissension, the British conquered the Boer republics and incorporated them into the British Empire. The two former republics and the British colonies of the Cape and Natal were combined in 1910 to form the Union of South Africa, part of the British Empire. Conflict between Afrikaners and British continued, and a resurgence of Afrikaner nationalism led to the establishment of a republic in 1961. At that time South Africa dropped its membership in the British Commonwealth. At all times during these transitions whites retained political control.

Christianity is the predominant religion in South Africa, but there are adherents of traditional African religions. There are also small enclaves of Hindus, Muslims, and Jews.

Age Distribution

South Africa's population is fairly young due to a history of high fertility and high mortality among blacks, coloureds, and Asians. For the population as a whole, 38 percent were under age 15 in 1980 and 4 percent were aged 65 and over. The white population is much older than the black population. In 1980, only 27 percent of whites were under age 15 compared with 40 percent of blacks. Coloureds and Asians are intermediate between the two other groups: 39 percent of coloureds and 37 percent of Asians were under 15 in 1980.

One reason for the different age structures among population groups is the difference in infant mortality rates. The white rate was about 14 infant deaths per 1,000 live white births in 1980, while the rate for coloureds was between 60 and 80. The Asian infant mortality rate was 20 to 25 deaths per 1,000 live births. Data are not available for the black population, but a conservative estimate would place black infant mortality well above that for coloureds (i.e., over 100 infant deaths per 1,000 live births).

Life expectancy for the country as a whole is 61 years. Whites live an average of 70 years; coloureds an average of 59 years; Asians 65 years; and blacks 58 years. As with infant mortality, life expectancy is a good indicator of a group's relative social status and lifestyle. The poorer the group, the higher its infant mortality and the lower its life expectancy.

Households and Housing

Data on housing and households are not yet available from the 1980 census, and statistical yearbooks have information only from 1970. Even in 1970, these data were published only for whites, coloureds and Asians, not blacks. Given the lack of current data, only gross estimates of the number of households and housing units are available.

In 1970, there were 973,000 white households. Dividing the number of whites in 1970 (3.8 million) by the number of white households gives an average of 4 persons per household. The 1983 population of 4.7 million divided by 4 gives an estimate of 1.2 million white households. Coloureds averaged 7 persons per household in 1970, which would put the current number of coloureds households at about 386,000. Asians,

South African Population and Growth Rates by Province and Race: 1980

	Population (in 000 s) 1980	*Average Annual Growth Rate (%) 1970-1980*
Total		
Total	23,772*	(NA)
Cape	4,908	1.3
Natal	2,534	1.6
Transvaal	7,974	2.1
Orange Free State	1,833	0.9
Homelands	6,522*	(NA)
Black		
Total	15,970*	(NA)
Cape	1,477	0.6
Natal	1,241	0.9
Transvaal	5,281	2.0
Orange Free State	1,470	0.9
Homelands	6,501*	(NA)
White		
Total	4,453*	(NA)
Cape	1,212	0.9
Natal	557	2.4
Transvaal	2,364	2.2
Orange Free State	311	0.4
Homelands	9*	(NA)
Coloured		
Total	2,554*	(NA)
Cape	2,191	2.1
Natal	88	2.5
Transvaal	217	3.4
Orange Free State	52	3.5
Homelands	6*	(NA)
Asian		
Total	795*	(NA)
Cape	28	2.7
Natal	649	2.1
Transvaal	112	3.1
Orange Free State	—	(X)
Homelands	6*	(NA)

Source: U.S. Bureau of the Census, 1982. Detailed Statistics on the Population of South Africa, by Race and Urban/Rural Residence: 1950 to 2010. Table 26.

**excludes the population of Bophuthatswana, Transkei and Venda*

(NA) data not available
(X) not applicable

with a 1970 average of 7.6 persons per household, would have a 1983 average of about 111,000 households. There are no data on black households in 1970 from which to make even the broadest guess of current numbers.

Despite a lack of statistical data, there is general agreement that housing for blacks is extremely poor. Black townships outside major cities serve mainly as barracks for workers. Utilities, health services, and housing have been neglected in the homelands as well. In townships, married couples wait years for allocation to rental units. (Authorities allocate housing on the basis of the ethnicity/language group of the household head.) At the time of the riots in 1976, less than one-quarter of Soweto housing had electricity and only 6 percent had bathrooms.

Education

Literacy is defined as the ability to "read and write a language." By this definition, the 1980 census counted 15.1 million literate persons, or 60 percent of the enumerated population. Whites had the highest literacy rate at 87 percent, while 69 percent of coloureds, 78 percent of Asians, and 51 percent of blacks could read and write in 1980. The U.S. State Department estimates higher literacy rates (for persons aged 15 and over) than reflected by the South African census. The State Department reports 98 percent literacy among whites; 75 percent among coloureds; 85 percent among Asians; and 50 percent among blacks.

Population of Principal South African Cities: 1980

Johnannesburg	1,536,457
Pretoria	528,407
Durban	505,963
Port Elizabeth	491,140
Pinetown	336,398
Vanderbijilpark	294,082
Kempton Park	289,815
Klerksdorp	238,865
Goodwood	238,102
Bloemfontein	230,688
Alberton	230,667
Springs	224,180
Benoni	206,810
Cape Town	213,830
Bellville	213,742
Randburg	189,616
Pietermaritzburg	178,972
Welkom	176,608
Roodepoort	165,315
East London	160,582
Germiston	155,435
Boksburg	150,287
Vereeniging	149,410
Kimberley	144,923
Witbank	139,407
Potchefstroom	130,470
Uitenhage	124,551
Middelburg	116,439
Ermelo	110,800
Pietersburg	110,718
Paarl	107,947
Westonaria	103,865
Krugersdorp	102,940

English and Afrikaans are the official languages, but literacy includes fluency in African languages as well. The major African languages are Zulu, Xhosa, North and South Sotho, and Tswana. Language plays an important political role in South Africa. The Soweto riots of 1976 began when students refused to study Afrikaans in school. The riots spread to other townships, resulting in the deaths of hundreds of blacks and the creation of the Black Consciousness Movement.

Schooling is compulsory for white and coloured children aged 7 to 16. Among Asians the ages are 7 to 15. School is not required of black children, although since 1981 a mandatory program has been gradually introduced. Fifty-five percent of all children aged 5 to 19 were enrolled in school in 1980. Among whites, coloureds, and Asians, the proportions were 74 to 77 percent, while only 48 percent of black children were enrolled in 1980.

The different educational systems are reflected in educational attainment. Twenty percent of whites had completed a secondary education in 1980, compared with 2 percent of coloureds, 6 percent of Asians, and only 0.8 percent of blacks. Four percent of whites had a college or graduate degree compared with less than 1 percent of coloureds, Asians, or blacks. Among blacks, nearly one-half had no formal education at all. By comparison, only 16 percent of whites had no schooling, along with one-third of coloureds and one-quarter of Asians.

Among whites, men and women are equally likely to have a secondary education. At the university level, however, men are more likely to have a degree than women: 6 percent versus 3 percent. Among other population groups, women are less likely than men to have obtained a secondary education. Among coloureds, 2 percent of men and 1 percent of women had completed 10th grade in 1980; among Asians it was 8 percent of men and 5 percent of women; and among blacks, 1 percent of men and 0.5 percent of women had a secondary education.

As of 1982, 4.4 million children were enrolled in primary school and 1.1 million were enrolled in secondary school. Universities and teachers' colleges had 191,000 students and technical institutions had 112,000 students. South Africa has 15 residential universities, 10 of which are for whites, 3 for blacks, and 1 each for coloureds and Asians. There is also a medical university for blacks. The University of South Africa conducts correspondence courses for about 55,000 students of all races.

Employment

The economically active population includes employers, workers on own account, and employees, and refers to persons of any age. Preliminary results from a sample of the 1980 census reported 8.7 million economically active persons, or 35 percent of the population. This is a small numerical increase over the 8.1 million economically active recorded in 1970, but a proportionate decrease from 37 percent of the population. A mid-year estimate for 1982 (excluding the homelands of Transkei, Bophuthatswana, Ciskei, and Venda) was 9 million economically active persons. The unemployed in 1980 accounted for less than 1 percent of the labor force.

Recent figures indicate unemployment has become more of a problem as economic growth has slowed. In 1983 there were an estimated 34,000 unemployed persons (of all races), double the figure from the previous year. Some private estimates place black unemployment and underemployment at 3 million, or 40 percent of the economically active black population.

Whites accounted for only 22 percent of the labor force in 1980. Blacks were nearly two-thirds (64 percent) of the labor force, while coloureds composed 11 percent and Asians were less than 1 percent of those economically active. The labor force was one-third female in 1980, the same as in 1970. Approximately 23 percent of all South African women were in the labor force in 1980.

Professional and administrative workers comprised 9 percent of the labor force in 1980. Clerical workers were 9.5 percent and sales workers were 5 percent of the labor force. As one would expect, these white-collar jobs are dominated by whites. Two-thirds of professionals and administrators are white; 61 percent of clerical workers; and 45 percent of sales workers are white. Blacks are more likely to be concentrated in low-skilled jobs. Mining, production, and transportation workers (about one-third of the labor force) were 70 percent black in 1980. Farming, forestry, and fishing occupations were 82 percent black.

Professional jobs are also more likely to be held by men than women. Nearly two-thirds (62 percent) of all professionals and administrators are men and about 48 percent of clerical workers are men, compared to only 20 percent of clerical workers in the U.S. In South Africa, 61 percent of sales workers are men, compared with 51 percent in the U.S.

Statistics on hours worked for selected industries show that laborers in manufacturing worked an average of 42.2 hours per week in 1981, while those in construction worked 41.5 hours per week. The work week has not changed much in length since 1967. Overtime in manufacturing has increased from 4.7 to 6.0 hours per week, or from 12 to 15 percent of the ordinary week. Overtime in construction has declined, from 6 to 4 hours, or from 14 to 9 percent of an ordinary week.

Income

Per capita income in South Africa is the fourth highest of any African country. At $2,770 per person, it comes in behind Libya in Northern Africa (at $8,450), Gabon in Middle Africa (at $3,810) and Reunion (at $3,840) out of 53 African countries, according to World Bank estimates.

The wealth in South Africa is not evenly distributed, however, as statistics on average earnings demonstrate. In 1981, average earnings were 440 Rand per month, or US$506 by exchange rates that year (R0.87 per US$). Whites earned an average of $1,075 per month while coloureds earned $356, Asians earned $472, and blacks earned $262 per month. The government has tried to narrow the wage gap between white and black workers during the last decade. In 1972, blacks earned only 15 percent of whites' salaries; by 1981, black wages were 24 percent of white wages.

These salary and wage statistics include overtime earnings, all allowances and bonuses, and employers' contributions to holiday, pension, and medical funds. Contributions to unemployment insurance, worker's compensation, and Black Services Levy Funds of the Black Transport Account are not included. Statistics are for gross salaries and wages without deductions. Payments in kind are not ordinarily included as part of gross wages.

Black consumers have gained importance as their incomes have risen. Black wage increases have outpaced those of whites and the rate of inflation, although a large absolute gap persists between white and black earnings. Disposable income for blacks was estimated at R9 billion in 1979, up from R4.5 billion in 1977. Black share of total purchasing power was projected to be 29 percent in 1980 (up from 26 percent in 1977), and may rise to 50 percent in the next decade.

Marketing and Communications

Despite increases in black incomes, only 15 percent of market research and 9 percent of all advertising has focused on nonwhite customers. Most of the attention has centered on the 30 percent of the nonwhite population living in urban areas and earning higher than average incomes. Nonwhite consumers have been important in markets such as food, drink, toiletries, medicine, clothing, footwear, and furniture. Nonwhites purchase one-half of all skirts, trousers, and bedroom furniture. As white markets become saturated, industries will depend increasingly on nonwhite consumers for future growth. Purchases of appliances may rise, for example, as more townships get electricity.

Television is a new phenomenon in South Africa. Broadcasting began in 1976, when there were 370,000 sets. By 1980, that total had risen to 1.2 million. Television viewership is estimated at 1.7 million. A recent survey found that 75 percent of white South Africans watch TV at least once a week, and peak viewing times attract about 40 percent of white adults. No advertisement can be shown more than three times a week, and bilingual ads cannot be aired; instead, half of all ads must be in English and half in Afrikaans.

Approximately one-quarter of the population listens to the radio. About 94 percent of whites and 20 percent of nonwhites have access to a radio. There are seven commercial channels, including three regional channels. Radio SR began broadcasting in 1977 to the urban black areas of the Transvaal and Natal with programs and commercials in English (the language common to most blacks).

There were 23 urban daily newspapers in South Africa in 1983, with a circulation of 1.1 million readers. Fourteen are morning papers (circulation 645,000) and nine are afternoon (circulation 496,000). Fifteen of the newspapers are printed in English and eight are in Afrikaans. There are also 56 weekly newspapers with a circulation of 1.6 million. These are small publications mainly of local or regional interest. Twelve are in English, 4 in Afrikaans, and 40 are bilingual. Five Sunday newspapers have a circulation of 1.1 million. One is in Afrikaans and four are in English. The daily paper with the largest circulation in 1976 was the *Johannesburg Star* (184,000), followed by the *Rand Daily Mail*, also out of Johannesburg, (152,000) and the *Durban Daily News* (133,000).

Thirty-five general entertainment magazines were published in 1981, with a circulation of 4.5 million. Twenty were in English, nine in Afrikaans, and six in nonwhite languages. English circulation is greatest at 2.7 million, followed by 1.1 million for Afrikaans and 675,000 for the nonwhite magazines. Farming journals numbered 26, with 363,000 readers. The majority of farming magazines (21) are aimed at blacks with a readership of 230,000.

Sources of Information

Preliminary results from the 1980 census are available in the report, "Population Census 80," Number 02-80-02, Sample Tabulation of Social Characteristics. The cost is R2.60 and postage is free. The 376 page report can be ordered from the Government Printer, Bosman Street, Private Bag X85, Pretoria, South Africa 0001. Central Statistical Services publishes a quarterly *Bulletin of Statistics*, the most recent of which is for the quarter ending in March 1983. The cost is R5.00 (postage free). *South African Statistics 1982*, compiled by the Central Statistical Services (n.p.) is a 250 page statistical yearbook. Both these publications can be ordered from the Government Printer at the address listed above.

The South Africa Foundation, with a Washington office at Suite 620, 1225 19th Street N.W., Washington, DC 20036; telephone (202) 223-5486, is an organization funded by private businesses to provide facts about South Africa to a world audience. A copy of the *1984 Information Digest* can be ordered for R2.00. Orders for the *1985 Information Digest* must be placed before October 1, 1984.

Orders for the *Digest* may be made directly to South Africa Foundation, P.O. Box 7006, Johannesburg 2000, South Africa.

U.S. publications that can be ordered from the U.S. Government Printing Office include the Department of State *Background Notes* (July 1982); the Commerce Department's *Overseas Business Reports* "Marketing in South Africa" (March 1981; OBR-81-03; $1.25) and "Market Profiles for Africa" (June 1981; OBR-81-14; $1.25); and Commerce's "Foreign Economic Trends for South Africa" (October 1983; FET 83-092; $1.75). The most recent *Foreign Area Studies Country Study of South Africa* was published in 1981. This 464-page reference book can be ordered for $12.00 (Stock No. 008-020-00892-3).

Peter Johnson and Paul Campbell of the U.S. Bureau of the Census

Major Occupational Groups of South Africa: 1983

		Total						
Major occupational group	*Census year*	*Total*	*Male*	*Female*	*Blacks*	*Whites*	*Coloureds*	*Asians*
Professional, technical and related worker	1960	205,520	119,664	85,856	48.487	137,858	13,973	5,202
	1970	360,524	206,462	154,062	91,996	232,523	25,733	10,272
	1980	622,280	349,040	273,240	177,180	371,300	51,280	22,520
Administrative and managerial worker	1960	68,418	62,557	5,861	5,716	58,889	1,442	2,371
	1970	86,234	81,030	5,204	2,306	80,678	1,033	2,217
	1980	137,140	123,580	13,560	4,040	125,820	3,00	4,280
Clerical worker	1960	312,890	164,229	148,661	19,276	276,452	8,965	8,197
	1970	559,684	296,938	262,746	95,359	402,474	36,088	25,763
	1980	828,800	394,060	434,740	200,640	505,220	69,940	53,000
Sales worker	1960	159,782	116,560	43,222	28,894	97,535	10,415	22,938
	1970	288,846	201,339	87,507	78,939	156,144	23,473	30,290
	1980	437,340	264,760	172,580	166,200	195,620	38,300	37,220
Service worker	1960	902,353	287,966	614,387	711,156	58,951	117,649	14,597
	1970	1,261,929	397,596	864,333	1,015,726	102,813	127,558	15,832
	1980	1,428,080	528,620	899,460	1,102,840	155,820	152,840	16,580
Farm, forestry and fishery worker	1960	1,731,368	1,528,913	202,455	1,474,860	117,358	127,575	11,575
	1970	2,525,587	1,639,119	886,468	2,301,822	95,912	121,047	6,806
	1980	1,363,820	1,051,340	312,480	1,114,340	88,900	154,680	5,900
Mining, production and transport worker and labourer	1960	1,948,721	1,859,582	89,139	1,315,760	375,735	214,071	43,155
	1970	2,535,268	2,345,832	189,436	1,746,834	393,816	319,217	75,401
	1980	3,068,840	2,743,900	324,940	2,143,220	434,400	387,280	103,940
Not classifiable	1960	390,798	256,832	133,966	285,597	28,066	59,482	17,653
	1970	491,335	220,095	271,240	368,968	44,542	62,103	15,722
	1980	779,400	404,640	374,760	668,580	27,980	70,460	12,380
Economically active	1960	5,719,850	4,396,303	1,323,547	3,889,746	1,150,844	553,572	125,688
	1970	8,109,407	5,388,411	2,270,996	5,701,950	1,508,902	716,252	182,303
	1980	8,665,700	5,859,940	2,805,760	5,577,040	1,905,060	927,780	255,820
Not economically active	1960	10,265,776	3,639,463	6,626,313	7,030,469	1,926,997	956,233	352,077
	1970	13,684,921	5,357,678	8,327,243	9,638,025	2,264,380	1,334,447	448,069
	1980	16,220,260	6,799,240	9,421,020	11,346,720	2,623,040	1,685,000	565,500
Total population	1960	15,985,626	8,035,766	7,949,860	10,920,215	3,077,841	1,509,805	477,765
	1970	21,794,328	10,746,089	11,048,239	15,339,975	3,773,282	2,050,699	630,372
	1980	24,885,960	12,659,180	12,226,780	16,923,760	4,528,100	2,612,780	821,320
Economically active as percentage of total population	1960	35.8	54.7	16.6	35.6	37.4	36.7	26.4
	1970	37.2	50.1	24.6	37.2	40.0	34.9	28.9
	1980	34.8	46.3	22.9	33.0	42.1	35.5	31.1

Source: Bulletin of Statistics, March 1983 have compiled a 455-page document on South Africa. Completed in October 1982, and titled, "Detailed Statistics on the Population of South Africa, by Race and Urban/Rural Residence: 1950 to 2010," the report contains 54 tables on a variety of demographic and social characteristics. In addition to population projections for whites, coloureds, Asians, and blacks, there are data on life expectancy, children ever born, foreign-born population, literacy, contraceptive use, and the economically active population. Nineteen appendix tables present alternate estimates and projections for basic population totals. Many of the tables are missing 1980 data, but the historical series could be updated using South African sources. The report is for sale for $20.00 in paper and $10.00 on microfiche. It can be ordered by calling the Census Bureau's contact person for South Africa, Paul Campbell, at 301-763-4086. ●

—Daphne Spain

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Publications

Madison Avenue in Asia, Politics and Transnational Advertising by Michael H. Anderson, 1984, Rutherford: Fairleigh Dickinson University Press, 343 pp., $39.50. Order from Fairleigh Dickinson University Press, 440 Forsgate Drive, Cranbury, NJ 08512.

The growth of transnational advertising agencies delights some and frightens others. It may not be correct to say that Michael H. Anderson is frightened, yet it is surely correct to say that he does not approve of the rise of transnational advertising agencies.

Using what is happening in Asia in general, and Indonesia, Malaysia, Singapore, and China as examples, Anderson concludes that indigenous advertising agencies suffer when transnational agencies move into a region.

"Through exploitation, fragmentation, and penetration, the United States — and to a far lesser extent — Britain, Japan, and Australia function as advertising 'top dogs,' or Center (central) nations in relation to Malaysia, Singapore, and Indonesia," says Anderson. His studies find that transnationals have "shaped and controlled the structure of the entire national advertising industry" in those three countries.

While some would consider Anderson's data on transnational advertising agencies evidence of good management and an attempt to integrate nationals into the operations, Anderson concludes from the data that advertising in Asia is dominated by the transnationals and that the countries must assert themselves and establish their own advertising policies.

"In poor, weak nations — individually and collectively — the large, vertically integrated TNAAs (transnational advertising agencies) exercise power that gives rise to, or at a minimum indirectly helps maintain, intrasocietal tensions and conflicts. These and other problems certainly would not disappear if the TNAAs disappeared, but their high visibility and political salience would diminish if the influence of the TNAAs were reduced," Anderson states.

"In short," he writes, "as the situation now stands in many developing nations, the possibility of anything resembling an independent, indigenously controlled, national advertising industry, or more comprehensive, a 'new communication order' emerging is unlikely. In political terms, this means national development within these societies will likely suffer because old structures fostering such mutually reinforcing problems as poverty and urban-rural gaps remain."

This book is worth reading for anyone who is trying to understand the recent UNESCO controversy over the "new communication order" and how it could ultimately affect U.S. businesses in developing countries.

Whatever Happened to the Population Bomb? by Carl Haub and Lindsey Grant, 1983, Washington, DC: The Environmental Fund Monograph Series, 8 pp., $2.00. Order from The Environmental Fund, 1302 18th Street, N.W., Washington, DC 20036.

This is an educational pamphlet for people who believe that population growth is no longer a problem. In a question and answer format, it tries to lay to rest the myth that the period of rapid population growth is behind us.

One answer explains it this way, "Nigerian women average about seven children each. Let us assume that a miracle occurs and the average drops abruptly from seven to two, the replacement level. Would population stop growing? Yes, in about 70 years. The reason for this is that the recent decline in mortality has produced a very young population . . . About half of Nigeria's population is below the age of 15. This means that, out of a Nigerian population of 80 million, about 40 million will enter the years of parenthood in the next 15 years."

The demographic lessons are graphically and simply explained.

Urban Life in Contemporary China by Martin King Whyte and William L. Parish, 1984, Chicago: The University of Chicago Press, 401 pp., $30.00.

For firms interested in learning more about China as a modern consumer market, it is important to understand the differences between Western and Asian cultures. Books like this help fill some of the knowledge gaps.

In the section on family behavior, for example, there are chapters on marriage and the choice of mate, the organization of urban families, and the position of women. The life of a Chinese urban family is difficult because of the cultural and political environment.

"Chinese families tend to emphasize the instrumental side of family life — task performance — and to underplay the affective or emotional

continued on p. 15

Regions

North America

Linking Population And Agriculture

The Canadian 1981 Agriculture-Population Linkage Database links data for variables from the Census of Agriculture (value of agricultural products sold, total capital value, total farm area, etc.) and from the Census of Population and Housing 20 percent sample file.

The new database, which was announced by Statistics Canada in April, enables the users to cross-classify the socio-economic characteristics of farm operators and their families with the characteristics of their farm operations.

For more information on the database, contact R. Burroughs, Agriculture Statistics Division, Statistics Canada, Ottawa K1A OT6, Canada; telephone (613) 995-4936.

Trends In Family Life

Statistics Canada has undertaken a survey of family history which will ask respondents such questions as the length of time between their marriage and the birth of their first child, the length of marriages that end in divorce or separation, and the duration of the "empty nest" stage, after all children have left home.

The survey is expected to fill a gap in the information that is currently available about families. The changes in family life cannot be seen in the currently available cross-sectional data. Canadian families are changing: the divorce rate has increased, there are more single-parent families, family size has fallen, and there are more elderly people living alone than as part of an extended family.

Preliminary results and analysis of the family history survey are expected in August.

Young Family Homeowners

Young families (in which the wife or lone parent is aged 35 or younger) are particularly motivated to own homes. *Canada's Young Family Homeowners* shows that since 1971, the home-ownership rate among young families has increased at a much faster rate than among older families. The recent report from Statistics Canada discusses the quality of shelter, regional differences in shelter costs, and average family incomes. *Canada's Young Family Homeowners* (Catalog No. 99-939) can be ordered from Publication Sales and Services, Statistics Canada, Ottawa K1A OT6, Canada, at $5.50 in Canada and $6.60 in other countries.

1984 Catalog

The 1984 Statistics Canada Catalog of publications is now available. It includes most publications from the 1981 Census. One catalog is available free. Additional copies are $5.00. Order from Casual Sales Unit, Central Inquiries, Statistics Canada, Ottawa K1A OT6, Canada; telephone (613) 992-3151.

Asia

India

India has already surpassed China in the number of people by which it grows annually: at least 12.5 million people are added to its population each year compared with China's 11 to 12 million.

If available data are roughly correct, the annual number of births in India exceeds that in China by at least 4 million, possibly by as much as 8 million or more. But India also leads in the number of deaths, approximately 10 million a year, versus 6 to 7 million in China.

One problem with India's 1981 census data has received little attention — India's 1981 census undercount rate is higher than had been assumed. Indian demographers believed that the 1.7 percent undercount rate found by a post-enumeration survey following the 1971 census would provide an upper limit for the 1981 undercount because improvements in the enumeration system should have led to smaller proportions of uncounted people.

However, a convincing case has been put forth by a number of scholars of Indian demography showing that, if anything, the undercount for the 1981 census is probably higher than that for 1971. How much higher is not yet known, but a rate of 2 to 3 percent is probable, and even a 4 percent rate is not unreasonable. This means that the 1981 census count for India is too low by as much as 20 million people.

Nepal

According to the provisional data from the 1981 census, the population of Nepal has increased by 6.7 million since the mid-1950s and now exceeds

15 million people. The annual population growth rate, which averaged 1.7 percent during the 1950s, increased to 2.6 percent during the 1970s.

The *Population Headliners* newsletter of ESCAP (see p. 16), reports that the biggest increase was in the Terai region, particularly in the districts at the eastern and western corners. The Inner Terai districts and some Hill districts had moderate increases but there was only a marginal increase in the Mountain region.

"The most significant feature," *Population Headliners* reports, "is a major shift of population from the marginal hills to the Terai that has now become a new frontier of settlement due to malaria eradication, forest clearance, and concentration of development activities."

Pakistan

Population Headliners also reports that as of the end of 1983, there were 16 million children between the ages of 5 and 14 out of school in Pakistan, and that the number of illiterates in that country increased between 1961 and 1981 from 22.5 million to 40.4 million people. The Population Welfare Division of the Ministry of Planning and Development also reports that there are 7,200 babies born every day, but that 822 children under one year old die every day. About 6.5 million homes have only one room, and in rural areas only 22 percent of the population has access to potable water.

Thailand

The population of Thailand is expected to reach 50 million this year, with an annual population increase of about 850,000. Bangkok is expected to grow by about 200,000 migrants from other parts of the country. The annual population growth rate is now about 1.8 percent, but the government is supporting efforts that should bring the rate down to 1.5 percent by the end of 1986.

Thailand conducted a Contraceptive Prevalence Survey in 1981 and fertility data are available by educational and occupational status of ever-married women.

Seventy percent of women have had four years of schooling; 17 percent have had less than four years; and 13 percent have had five years or more. Fertility declines with increasing education. The difference is most striking for the best-educated women, with average completed fertility of only 3.6 children, compared to the overall average of 6.1 children.

According to the Contraceptive Prevalence Survey, Thai women have a labor force participation rate of 84 percent, but nearly 60 percent of them work in agriculture. Eighteen percent work in jobs roughly comparable to U.S. white-collar categories. Eight percent are unskilled laborers and 16 percent are not in the labor force.

Women who work in agriculture have the highest fertility, with a completed rate of 6.7 children for women who are aged 45 to 49 at the time the survey was taken.

Professional and skilled women have lower fertility rates, related to their higher educational attainment, with about 4 children ever born per woman aged 45 to 49. Women in clerical or sales positions, unskilled laborors, and housewives fall between the two extremes, with an average completed fertility of about 5.3 children.

Philippines

The population growth rate in the Philippines is reported to be declining and the government is trying to reduce it to 2 percent by 1987, according to the Commission on Population.

During the 1960s, the Philippines population growth rate was about 3 percent annually. By 1983, it was reported to be 2.7 percent. The average number of children born to women has fallen from 6.3 in 1965 to 4.5 in 1982, and the average age at marriage has gone up from 22 years in the 1960s to 24 years in the 1970s. A re-

Thailand: Average Number of Children Ever Born per Ever-Married Woman, by Age and Educational Attainment

		Education			
Age	*Total*	*None*	*1-3 Years*	*4 Years*	*5+ Years*
All Ages	3.3	4.6	4.5	3.3	1.9
15-19	0.7	0.9	1.1	0.7	0.5
20-24	1.4	1.9	1.6	1.4	1.1
25-29	2.1	2.8	2.5	2.2	1.5
30-34	3.1	3.9	3.4	3.2	2.2
35-39	4.2	5.0	4.8	4.3	2.8
40-44	5.3	5.4	5.5	5.5	3.1
45-49	6.1	6.6	6.3	6.1	3.6
Total	7,038	634	549	4,924	928

Source: Contraceptive Prevalence Survey, 1981

Thailand: Average Number of Children Ever Born per Ever-Married Woman, by Age and Occupational Status

Age	*Agri-culture*	*Profes-sional*	*Sales/ Business*	*Skilled/ Semiskilled*	*Unskilled Labor*	*Housewife*
All Ages	3.6	1.8	3.3	2.4	3.4	2.8
15-19	0.6	*	0.4	*	0.7	0.8
20-24	1.4	0.6	1.5	1.1	1.7	1.4
25-29	2.3	1.3	2.1	1.7	2.3	2.1
30-34	3.3	1.9	3.0	2.4	3.6	3.0
35-39	4.6	2.3	3.8	3.2	4.4	3.7
40-44	5.8	2.4	4.5	3.9	5.5	4.7
45-49	6.7	3.9	5.2	4.3	5.3	5.4
Total	4,051	233	788	205	584	1,119

(*less than 10 cases)

Source: Contraceptive Prevalence Survey, 1981 ported 94 percent of women now have some knowledge of family planning.

All these are signs that the Philippines could become a more important consumer market by the end of this century, if the political situation becomes more stable.

Bangladesh

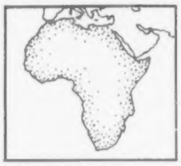
The following report is taken from *Asian and Pacific Census Forum*, a newsletter of the East-West Population Institute.

Processing of the 1981 Bangladesh population census has been completed. In all, there are 36 tables: 5 on household characteristics, 19 on population characteristics, and 12 on household and population characteristics by community/village.

Some highlights are shown in the accompanying table.

The Population of Bangladesh: 1981

	Total	*Urban*	*Rural*
Population			
Total	87,119,965	13,227,625	73,892,340
Male	44,919,191	7,369,852	37,549,339
Female	42,200,774	5,857,773	36,343,001
Median age	17	—	—
Males per 100 Females	106	126	103
Literacy (aged 5 and older)			
Total	23.8%	40.7%	20.6%
Male	31.0%	48.6%	27.3%
Female	16.0%	30.3%	13.7%
Religious Composition			
Muslim	75,486,980	11,499,998	63,986,982
Hindu	10,570,245	1,530,745	9,039,500
Buddhist	538,331	102,723	435,608
Christian	274,481	66,640	207,841
Other	249,928	27,519	222,409
Marital Status (aged 10 and older)			
Never married	19,567,340	3,705,226	15,862,114
Married	34,602,996	5,306,912	29,296,084
Widowed/Divorced	3,998,533	486,883	3,511,650
Economically Active (aged 10 and older)			
Total	27%	31%	26%
Male	50%	52%	50%
Female	3%	4%	3%
Attending School			
Total	22%	31%	20%
Male	27%	34%	26%
Female	17%	27%	15%
Number of Households	15.1 million	2.2 million	12.9 million
Average Household Size	5.7	5.9	5.7
Average Annual Growth Rate	2.3%	—	—
Estimated Underenumeration	3.3%	7.6%	2.6%



Africa

The Gambia

Banjul, capital of The Gambia, is the heart of that country's economic activities. In the early 1800s, Banjul was an important trading post. Its sheltered deep-water port attracted merchant ships and spurred the town's steady growth.

The pull of economic opportunities in modern Banjul has resulted in congestion and sanitation problems. The average urban growth rate in The Gambia is almost twice the national average of 2.8 percent a year, according to The World Bank. The Greater Banjul population, which is currently 15 percent of the country's total, is growing at an annual rate of 8 percent. Demographers at The World Bank forecast that in the mid-1990s, Greater Banjul's share of the urban population will be 70 percent. Conditions are already a strain on the city's network of roads, and drainage, water, and sanitation facilities.

However, about 450 hectares of land in and around Banjul are being improved with the expectation of benefitting 80,000 people. The largest retail market in the country, The Albert Market, will also be enlarged.

According to The World Bank, "The Albert is typical of Africa's special brand of open-air markets. Brimming with life, the market overflows with an unending array of goods — groundnut soap, T-shirts, yellow and pink kola nuts, a variety of wares from China, and every conceivable food item. On-the-spot tailors stock miles of multi-colored fabric, ready to fashion a bou-bou, the traditional toga-like garb, 'while-u-wait.' The market is an important tourist attraction in downtown Banjul. It also accounts for about 40 percent of the entire country's retail trade."

The International Development Association, The World Bank affiliate, is supporting an upgrading of The Albert with $11.5 million in credit which will allow improvement of sanitation facilities, and new floors, gutters, roofing, ventilation, and paint for the sheds.

Sudan

Sudan has more land area than any other country in Africa. The United Nations estimates the mid-1983 population of Sudan at 20 million, ranking it seventh among African nations and fourth within Northern Africa (after Egypt, 45 million; Morocco, 22 million; and Algeria, 21 million). The age distribution is extremely young with over 47 percent of the population in the 0-14 age group. There are substantial differences in the age-sex composition of urban and rural areas. People under age 15 account for 50 percent of the rural population, compared with

43 percent in the urban areas. There is also an excess of men in urban areas and of females in rural areas, mainly because men are more likely to migrate to the cities.

Results from the 1979 Sudan Fertility Survey indicate that there has been a trend toward later marriage among Sudanese women. The average age at marriage has risen from 19.3 years in 1973 to 21.3 years in 1978. The proportion of women remaining single until age 20 increased from 21 percent to 43 percent in the last decade. Among women aged 45 to 49 who were interviewed for the Fertility Survey, 36 percent first married before their 15th birthday, while among the youngest (aged 15 to 19) only 8 percent married that young.

Marriage patterns very considerably, however, among different socioeconomic groups, as well as by place of residence or region. Women with at least primary education marry approximately seven years later than those with no schooling, and four years later than those with some elementary education. The difference in median age at marriage is two years between rural and urban women with the latter marrying later. There are also significant regional variations, shown on the table.

Even with the later marriages, however, a decline in fertility has not yet occurred. The fertility rate has probably increased from 6.8 children per woman in 1973 when the census was taken, to even closer to 7 children per woman by 1979 when the Fertility Survey was completed. Thus, while marrying later, women are having children at just about the same rate as in the past, and any differences in childbearing patterns can be exclusively attributed to the young, educated, urban women — who, in Sudan, are a small minority.

While the differences in fertility and in average household size are relatively narrow, the opposite is generally true for broader indicators of development. A full 90 percent of urban households have piped water (either inside or outside), compared with 24 percent of rural households. Two of every three urban households have a radio, and 22 percent have one or more television sets. In the rural areas, in contrast, only 27 percent of all households have a radio and televisions are a rarity indeed, found in less than 1 percent of rural households. •

Marriage Patterns in Sudan: 1979

Characteristics	*Median age at first marriage*	*Of all women aged 20-24, percent ever married*	*Percent of women whose first marriage was dissolved*	*Percent remarried of those whose first marriage was dissolved*
PLACE OF RESIDENCE				
Urban	21.4	50.9	16.3	53.2
Rural	19.4	69.6	18.0	62.4
REGION				
Khartoum	21.5	52.7	12.7	61.7
Northern	21.4	49.0	24.2	45.3
Eastern	20.1	69.4	13.9	45.1
Central	19.7	63.1	17.0	51.0
Kordofan	19.6	60.1	19.4	68.4
Darfur	18.1	80.6	20.0	78.1
LEVEL OF EDUCATION				
No schooling	17.2	77.2	19.3	62.0
Incomplete primary	19.8	58.0	11.1	48.6
Primary and over	24.0	33.6	6.3	18.8
SUDAN (All)	19.6	63.6	17.5	60.1

Source: *The Sudan Fertility Survey 1979, A Summary of Findings* (WFS, 1982).

Publications

/ *continued from p. 11*

side. Members are encouraged to see themselves as working together to cope with a difficult situation, rather than simply enjoying each other's company," according to the authors.

Emotions between family members, even spouses, are kept bottled up, but when conflicts do erupt between spouses they rarely lead to divorce. In fact, the authors say, divorce is less likely now than it was before the 1949 revolution.

While Westerners tend to think of the Chinese elderly as the recipients of automatic respect, relations between generations have changed in modern China. Older people are less in control and are now required to do more chores around the home so that the younger people of both sexes can work. There is, however, still an obligation to support elderly parents.

Even though the government advocates equality, there is still a traditional division of labor among men and women, with women performing most of the home and child care chores.

Martin Whyte and William Parish describe the changes that are taking place in China as "evolutionary rather than revolutionary."

"The tendency to form nuclear families, the decline in fertility, and the decreasing power of the aged are common trends toward more 'conjugal' family forms occurring worldwide. So we might again argue that to a considerable extent official policies and the distinctive urban environment created by the Chinese Communists have simply accelerated changes that could have been expected to occur as a result of industrialization, urbanization, and other forms of modern social change." •

Coming Next Month:

- Switzerland: Where chocolate is serious, but so is business
- How the creation of states has affected population growth in Nigeria

Economic and Social Commission for Asia and the Pacific

ESCAP is the regional commission of the United Nations for Asia and the Pacific. It is one of several organizations that provide population and statistical data and produce regular analyses of the region it serves.

ESCAP is headquartered in Bangkok, Thailand. It has had a population program since 1969 and its effectiveness is evident in the way population growth has come under control in many of the Asian/Pacific countries. The population activities of ESCAP are based on two principles. The first is that governments should have the facts about the size, complexity, and significance of the population problems they face in the future. The second is that population problems must be dealt with as part of an overall process of economic and social development.

Population activities are centered in three sections of the Population Division — general demography, fertility and family planning, and clearinghouse and information, which includes the reference center.

The two activities of most interest to International Demographics' readers are probably general demography and the clearinghouse and information service.

Currently the general demography division is publishing a country monograph series based on the current population situation in each country. Monographs published so far include Hong Kong, Korea, Thailand, Sri Lanka, the Philippines, Nepal, Bangladesh, Australia and India. Monographs in preparation are Japan, Malaysia, Indonesia and New Zealand. Reports on island countries are also being published. So far, American Samoa, Papua New Guinea and Cook Islands have been completed. Work is in progress on Fiji and Solomon Islands.

The country monograph on India provides an example of the type of information each contains. Besides data from the 1981 census, basic statistics on the age and sex composition, marital status, fertility, mortality, density, urbanization, and the social composition of the Indian population, the monograph also explores population growth and food supplies, law and population, including such issues as dowry and polygamy and polyandry, population growth and educational development, and a special chapter on the status of women in India. Each monograph also evaluates the comparability and reliability of data collected in censuses and surveys, and describes sources of data.

The monograph on India contains 414 pages, including many tables and charts. The Australian monograph comes in two volumes, a total of nearly 600 pages. Projections are shown for many categories including total population by age and sex, and in some monographs for such items as school enrollment.

ESCAP also publishes an annual data sheet giving the latest population estimate, average annual growth rate, birth and death rates, total fertility rate, male and female life expectancy, infant mortality, percent of the population between the ages of 0 and 14, percent aged 65 and over, the density of population, and population projections to the year 2000.

Besides the monograph and report series, the general demography section has recently completed a comparative study of the relationships of migration and urbanization to development and is starting a comparative study on demographic-economic model-building for Indonesia, Japan, and South Korea, and a study on mortality in Asia (in conjunction with the World Health Organization).

At the regional level, the clearinghouse serves as a central source of information and a monitor of regional trends in population activities. At the national level, the clearinghouse is the link among population centers in the Asian and Pacific member countries, a catalyst in encouraging and helping individual countries to build up their own population information resources, and a coordinator of population activities for ESCAP.

The Reference Center within the clearinghouse provides information packages to answer specific questions, refers users to primary sources, keeps users current on population research in other geographic regions, and maintains a computerized database and bibliographic service. The Reference Center is the main resource for population information in the ESCAP region. It is used by researchers, decision-makers, and educators as its main responsibility to build up and maintain an information base through acquisition, processing, storage, and retrieval of population-related information.

Besides the monographs and the data sheet, clearinghouse publications that may interest business researchers are the monthly newssheet *Population Headliners*, quarterly *Asian-Pacific Population Programme News (APPN)*, *Inventory of Selected Local Family Planning Programme Experiences in Countries of the ESCAP Region* and a semi-technical series called, *Population Research Leads*.

Population publications from ESCAP are not for sale, but complimentary copies are sent to government departments, key officials working in the field of population, academics, and libraries of population institutions. Priority in distribution is given to ESCAP countries in the Asian and Pacific region, according to Helen K. Kolbe, chief of the Clearinghouse and Information Section of the Population Division.

International Demographics has copies of many of the ESCAP publications that contain information relevant to business research, and readers may contact us for detailed information. Information requests may also be addressed to Mrs. Kolbe at ESCAP.

The address for the Economic and Social Commission for Asia and the Pacific is The United Nations Building, Rajadamnern Avenue, Bangkok 10200, Thailand. Telephone 2829161-200. Telex 82392 ESCAP TH. Cable ESCAP Bangkok. •

—Doris Walsh

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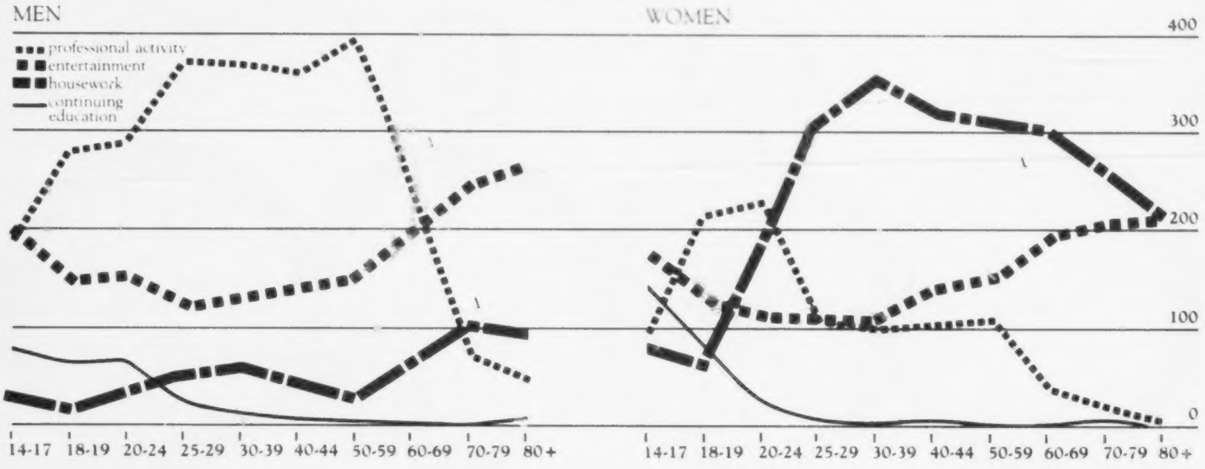
July 1984 Vol. 3, No. 6

INTERNATIONAL DEMOGRAPHICS

How the Swiss Spend Their Time; Men and Women Aged 14–80+, 1979

(in minutes per day)



Country Profile

Switzerland

Switzerland stands for the finer things in life. Whether it's precision watchmaking, deluxe chocolate, or jet-set skiing, the Swiss name is a trademark of distinction. Depending on one's tax bracket, the country is also known for its international banking system. Zurich is the site of about three-quarters of the world's gold transactions.

For those with only slightly less expensive tastes, there's still time to sign up for the "Chocolate Lovers' Tour of Switzerland," departing from New York on October 20th.

Chocolate is serious business in Switzerland. The Swiss consume 22 pounds per person annually compared to a paltry 9 pounds consumed by Americans. In 1980, two Swiss employees of a chocolate company were arrested for trying to sell 40 chocolate recipes to the Chinese and Russians.

Population Growth

The population of Switzerland on January 1, 1983 was 6.4 million. This total included 5.5 million Swiss and 960,000 foreigners. In 1973, the foreign population constituted 17 percent of the total, and by 1983 they were 15 percent of the country's population.

Although many Western European nations are dependent on foreign labor, no other major country relies on foreigners as heavily as Switzerland. In 1975, 20 percent of the Swiss labor force was composed of year-round foreign workers, compared with 11 percent of the French, 10 percent of the German, and 8 per-

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Inside

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COUNTRY PROFILE: SWITZERLAND

Around the World

Statistical Tables Now Available From Census Bureau

The U.S. Bureau of the Census is unbundling its international database to make more demographic data available to the public as well as to other government agencies.

The Census Bureau's international database includes 94 tables for 202 countries, although not all data are available for every country. Documentation and source notes are included with each table.

Printed copies of the statistical tables are now available. The first ten tables are free. After that, the charge is 25 cents for each table with a minimum purchase of $5.00 per order. A table request form is available from Greg Nowakowski at the address below.

Also available for purchase is a machine-readable tape file which is an extract of *World Population 1983*, the Census Bureau's most recent publication of international data. A machine-readable tape of all data in *World Population 1983* will be available in October 1984. Cost of either tape is $140.

The database is also on-line, but only to federal government agencies. Federal agencies receive up to 40 hours of free access time. After that, access is $7.00 per hour. So far, 16 federal users have signed up.

For more information about any of the international data products described above, contact Greg Nowakowski, Center for International Research, Scuderi Building 409, U.S. Census Bureau, Washington, DC 20233; telephone (301) 763-4286.

Guest Workers Add Value To West Germany

Once a country begins to depend on foreign workers, it is hard to stop.

West Germany, for example, is prohibiting the entrance of new guest workers and encouraging ones already in the country to leave. But the emigration of guest workers would have serious consequences for the nation's industries, according to Liselotte Funcke, Federal Commissioner on Resident Foreigners.

Funcke said a study finds that a repatriation rate of 75 percent would affect the construction industry, mass transit, hospitals, and day-care centers.

Statistics show that foreign workers, on average, pay more into social security, health and unemployment insurance, and child support programs than they receive in benefits, Funcke said.

Dutch Direct Mail

There is a growing interest in direct mail in the Netherlands. Each of the 5.5 million Dutch households receive eight to ten pieces of direct mail a week from local businessmen because that is the cheapest way to advertise.

A Post Office survey found that people didn't mind receiving direct mail from their local merchants, perhaps because there is a more personal relationship between customer and retailer. The items that sell best by mail, in order, are clothing, books, crafts and hobby materials, housewares, and records and tapes. Service industries such as banks and insurance have also begun to expand their direct mailings in the Netherlands.

British Social Survey

The Consortium of Social Science Organizations reports in its May *Washington Update* that a British research group is planning to conduct an annual survey of social attitudes in Britain, modeled on the U.S. General Social Survey.

Unlike the General Social Survey conducted by the National Opinion Research Center, the British survey is designed with a longitudinal panel as well as annual cross-sectional surveys.

The *Update* reports, "The principal investigator of the British project, Dr. Roger Jewell of Social and Community Planning Research in London, expressed the belief that the survey would become increasingly useful to social scientists over time. He pointed out the advantages afforded to U.S. scholars by the availability of continuing social data bases, and noted, 'while in the U.S. it can be shown that attitudes to racial prejudice have changed in the past 20 years, here we cannot even tell if the Brixton riots have intensified or softened British attitudes to racism.'"

Canadian Census

A recent edition of *Canada Today*, a newsletter from the Canadian Embassy, describes the findings of the 1981 Canadian census. Unlike the U.S. census takers, the Canadians collect information on religion. And lest there be any doubt about their sense of humor, the section on the religious distribution within the country is headed "Sectual Preference." The newsletter is available only in the United States. You can get on the mailing list by writing to *Canada Today*, Canadian Embassy, 1771 N Street, NW, Room 300, Washington, DC 20036-2878.

Conferences

Details of the annual congress of the European Society for Opinion and Marketing Research from September 2 to 6 in Rome, Italy have been announced.

The Congress theme is "What We Have Learned from the Recession," and will include sessions on such topics as "Better Problem Definition," "Using New Technology," "Industrial Marketing Re-

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search," and "Developments in Social Research."

All sessions are conducted in English.

ESOMAR will also hold a conference in Nice, France, November 7-10 on the theme "Are Interviewers Obsolete? Drastic Changes in Data Collection and Data Presentation."

Included among items of discussion will be the creation of specific databases, the role of the personal computer, stability of data, accessibility to data, and new technology in qualitative research.

Information on both the annual congress and the November seminar is available from: ESOMAR Central Secretariat, J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands. ●

What's Happening in Cabbagetown?

While total population statistics are important in determining whether a city is worth including in a market plan, the characteristics of neighborhoods are important to the location of retail outlets.

With nearly 600,000 people out of the metropolitan area's 3,000,000, the city of Toronto is an important Canadian market. But what about its neighborhoods? A book prepared by Statistics Canada for Toronto's 150th anniversary this year presents in-depth demographic data for 16 selected Toronto neighborhoods.

Of the neighborhoods examined, only Swansea and Grange Park grew in the decade between 1971 and 1981, when the most recent census was taken. In most neighborhoods, the population is not only shrinking, it is also aging. But in some, where renovations have attracted large groups of young professionals, the number of people between the ages of 25 and 34 is increasing while the younger and older groups are decreasing. The Annex and Grange Park are areas where the 25-to-34 age group is increasing.

The neighborhoods are also distinguished by their marital characteristics. Married couples are predominant in Swansea, Forest Hill, the Toronto Islands, North Parkdale, and The Beaches, while The Annex has the highest proportion of singles.

Income levels have shifted in the past ten years. During the decade, according to *Toronto 150, Portrait of a Changing City*, "the average family income in the leading neighborhood — Rosedale — jumped from $26,933 to $80,956."

The book describes the change that has taken place in Cabbagetown as one example:

Whereas the neighborhood was once "full of down-at-the-heel Victorian housing, with a cluster of high and low rise public housing to the south," renovation changed it.

"Young families and young singles with money and a taste for real estate took the rundown but still charming houses and created a prosperous community of sandblasted showcases. But below Gerrard Street, a kind of boundary line between the two personalities of Cabbagetown, there has been no dramatic change in lifestyle and income to match that in the northern part. . . . By 1981 families in the north earned on average twice what families in the south did."

The neighborhoods are also distinctive in their occupational groups. Rosedale has managers and administrators and the Toronto Islands are home to artists and teachers.

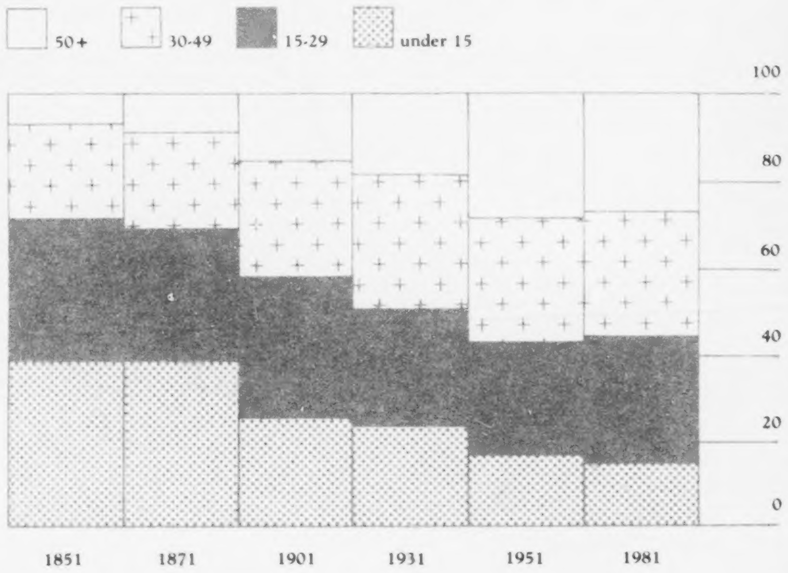
Toronto is no exception to the usual rule of a high correlation between educational and income levels. Higher income neighborhoods have higher percentages of residents with university degrees.

Neighborhoods are just one of several topics included in the *Toronto 150* portrait.

Other subjects include migration, occupations, commuting, the economy, housing, consumption, leisure, crime, life expectancy, and travel. The book, *Toronto 150, Portrait of a Changing City*, can be ordered for $9.95 from Statistics Canada, Publications Sales and Services, Room 1710, Main Building, Statistics Canada, Ottawa K1A OT6 Canada. ●

Age Distribution in Toronto: 1851-1981

(in percent)



Switzerland/*continued from p. 1*

cent of the British labor forces. By 1983, 23 percent of the Swiss labor force were "Auslanders."

Switzerland's 1983 statistical yearbook reports two types of population counts. The one given above is the resident population as of January 1 each year. The other count is the average resident population for the entire year. Using this latter method, Switzerland's population in 1982 was 6.5 million, with 1 million foreigners. The population in 1973 was 6.4 million, and the proportion of foreigners fell from 18 percent to 16 percent between 1973 and 1982.

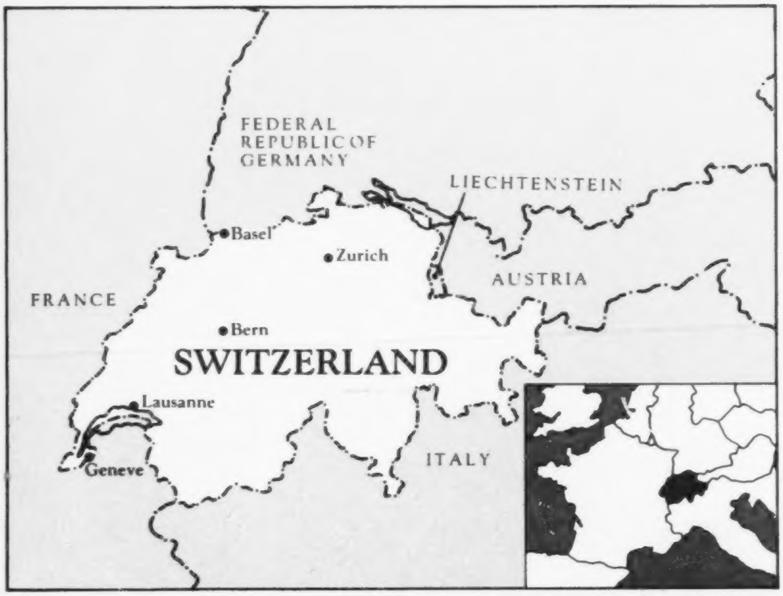
Either technique of counting the population results in the same low rate of natural increase. With a birth rate of 11.6 and a death rate of 9.2 in 1982, the rate of natural increase was only 0.2 percent per year. This was a decline from a 1972 birth rate of 14.3 and a death rate of 8.8. Even ten years ago, the Swiss birth rate was well below the current U.S. birth rate of 16 per 1,000 population.

Although foreign residents are a large proportion of the Swiss population, immigration to the country is nearly offset by emigration from the country. In 1982, for example, 255,000 persons immigrated to Switzerland and 232,000 persons emigrated, for a net immigration of 23,000 persons (less than 1 percent of the population). Thus the net migration rate (immigration minus emigration) was almost the same as the rate of natural increase.

With such a low growth rate, the Swiss population will not double for another 315 years. Estimates are that Switzerland will actually lose population in the future. Its population for the year 2000 is projected to be 6.3 million, and will have dropped to 5.7 million by 2020.

Regions and Cities

Switzerland is composed of 23 cantons (or states) with a long history of independence. The cantons of Uri, Schwyz, and Unterwalden (now Oberwalden and Nidwalden) banded together in 1291 to form the first Swiss Confederation; others joined in the 14th, 15th, and 16th centuries. Nine relative newcomers were added in the 19th century. Separatist ethnic and linguistic pressures in the northern sector of Bern canton resulted in the independent establishment in 1979 of the Jura canton. Such political upheaval is uncharacteristic of Swiss tolerance of diversity, but the constitution was amended to allow Jura its independent status as a canton.



*cities of 100,000 or more

The canton with the largest population is Zurich, with 1.1 million people in 1983 (18 percent of the total population). Twenty percent of all foreigners lived in Zurich in 1983. Bern, site of the capital city of Bern, is next largest with 919,000 persons. The smallest canton is Appenzell Inner Rhoden, with about 13,000 residents. Basel-Stadt has the highest population density (5,485 persons per sq. km.), while Graubunden has the lowest (23 persons per sq. km.).

The fastest growing regions were the German-speaking central cantons of Nidwalden and Zug, each of which grew by 12 percent between the 1970 and 1980 censuses. The Italian-speaking southern canton of Ticino grew next fastest at 8 percent. Nearly half the cantons (ten) lost population between 1970 and 1980. Zurich and Basel-Stadt experienced the greatest net out-migration in 1983, while Vaud and Ticino had the greatest in-migration.

Switzerland is about 60 percent urbanized. The largest city, Zurich, had 364,000 residents in 1983. Four other cities had populations of 100,000 or more: Basel, Geneva, Bern, and Lausanne. Twelve cities ranged in size from 30,000 to 99,999 people. Switzerland has many small towns, and 57 percent of the population lives in places with fewer than 10,000 inhabitants. Twelve percent of the population lives in villages of fewer than 1,000 people.

The five cities with 100,000 or more inhabitants lost 12 percent of their population between 1970 and 1980, and the four cities with 50,000 to 99,999 people lost 9 percent of their population. The 20 places with 20,000 to 49,999 persons gained by 1 percent, while the 67 towns in the 10,000-to-19,999 range gained by 3 percent. Just as in the U.S. during the last decade, nonmetropolitan areas gained population while metropolitan areas lost population.

Language and Religion

Switzerland's pluralism is reflected by its recognition of three official languages: German, spoken by 65 percent of the population; French, spoken by 18 percent of all Swiss; and Italian, spoken by 12 percent of

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the population. A fourth language, Romansch, is spoken by 1 percent of the population which lives mainly in the canton of Graubunden. French is the primary language of Jura, Vaud, and Fribourg, while Valais is split about evenly between French and German. Ticino and parts of Graubunden are Italian, and all other cantons are primarily German.

Most Swiss speak more than one language. Spoken Swiss-German differs considerably from regular spoken German, and varies from canton to canton and even from town to town. American businesses should recognize that advertising for the German market cannot be transferred directly to Switzerland because of differences in accents and phraseology. High German is the standardized written language used in broadcasting, on the stage, and in university lectures.

Aside from immigrant workers, there are no distinct ethnic or minority groups in Switzerland due to its long history of varied cultural influences. Originally inhabited by Helvetians, or Helvetic Celts, Switzerland was made part of the Roman Empire by Julius Caesar. After the decline of the Roman Empire, Switzerland was invaded repeatedly by Germanic tribes from the north. The country remained under German rule until independence in 1291.

Switzerland is about half Catholic and half Protestant. Linguistic and religious boundaries do not coincide but instead tend to offset one another. Thus there are Protestant majorities in the two French-speaking cantons of Vaud and Neuchatel. Geneva (French) is evenly divided between Protestants and Catholics, while about half the German-speaking cantons are Protestant and half are Catholic.

Not only cantons have a mixture of religions and languages. Switzerland is so thoroughly multicultural that it is common for husbands and wives to have different mother tongues and different religious beliefs. Among married Swiss couples counted in the 1980 census (excluding foreigners), 7 percent of German-speaking wives married husbands who spoke another language; 17 percent of French-speaking wives married outside their major language group; and 23 percent of Italian-speaking wives had husbands whose mother tongue was different. There were 126,000 married Swiss couples (12 percent) in which spouses did not share the same major language.

A similar situation exists in regard to religion. Among all Swiss married couples in 1980, 18 percent of Protestant husbands had non-Protestant wives, and 16 percent of Catholic husbands had non-Catholic wives.

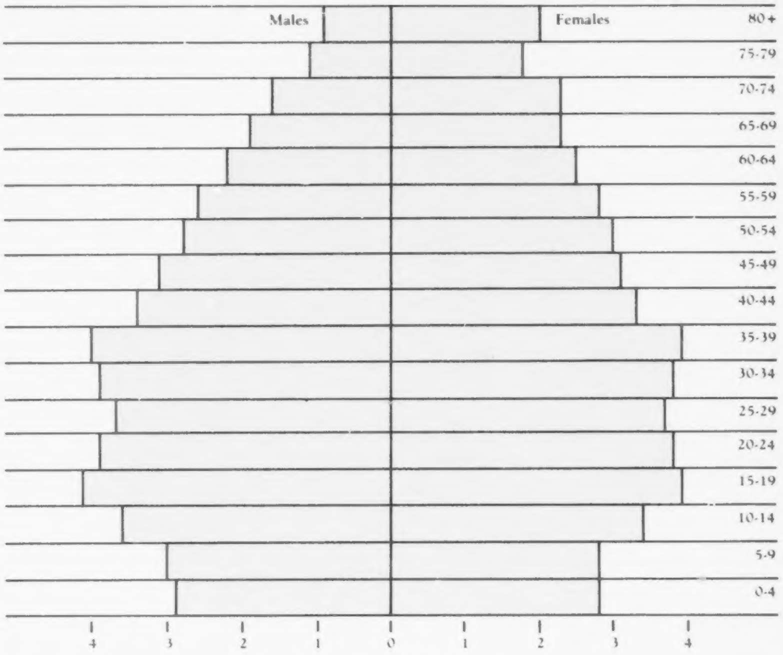
Switzerland enjoys a uniquely stable society in the face of such linguistic and religious diversity. This internal stability and its official policy of permanent neutrality in international matters highlights Switzerland's unusual status among nations.

Age Distribution

As with other industrialized nations, Switzerland's population is relatively old. The Swiss population is considerably older than the American population: Only 18 percent of all Swiss are under age 15 versus 23 percent of all Americans, and 14 percent of all Swiss are aged 65 and over

Population of Switzerland by Age and Sex: 1983

(in percent)



Age	*Total*	*Male*	*Female*
0-4	363,400	186,000	177,300
5-9	374,700	192,000	182,700
10-14	450,400	231,000	219,400
15-19	516,100	263,800	252,300
20-24	494,200	248,200	246,000
25-29	479,000	239,100	239,900
30-34	492,900	247,600	245,400
35-39	504,500	257,000	247,500
40-44	433,200	218,500	214,700
45-49	396,700	198,200	198,500
50-54	373,300	182,300	191,100
55-59	346,700	164,400	182.300
60-64	307,200	144,000	163,200
65-69	263,900	119,200	144,700
70-74	251,900	105,400	146,500
75-79	190,200	73,000	117,000
80+	184,800	59,200	125,700
All Ages	6,423,100	3,128,800	3,294,300

Cities With 30,000 + Inhabitants: January 1983

city	*population*
Zurich	363,600
Basel	179,700
Geneva	158,500
Bern	143,800
Lausanne	127,100
Winterthur	85,900
St. Gallen	74,200
Luzern	62,100
Biel	53,400
La Chaux-de-Fonds	36,700
Fribourg	36,400
Neuchatel	33,300
Schaffhausen	34,400
Thun	36,500
Koniz	34,700
Bolligen	32,900
Chur	31,800

compared with 11 percent of Americans.

Differences in the age structure of native Swiss and foreigners are particularly pronounced at the older ages. Since most foreigners have come to the country to work, they tend to be of working age or younger. The proportion of foreigners under age 15 is greater than the proportion of Swiss (21 versus 18 percent) and the proportion of foreigners aged 65 and over is considerably less (4 versus 16 percent).

One reason for the older Swiss population is an extremely low infant mortality rate. There were only 8 infant deaths per 1,000 live births in 1982 compared with a rate of 11 in the U.S. Nidwalden had the highest infant mortality rate (20), while Schaffhausen had the lowest (2).

Life expectancy at birth is 70 years for men and 76 years for women. The leading cause of death in Switzerland is circulatory diseases (heart disease and arteriosclerosis), which accounted for 42 percent of the 59,000 deaths recorded in 1982. Twenty-one percent of all deaths were due to cancer. Violent deaths (including auto accidents, suicide, and other accidents) accounted for 8 percent of all deaths, while strokes accounted for 5 percent.

Households, Families, and Housing

There were 2.5 million Swiss households in 1981, with an average size of 2.5 persons per household. In 1970, there were 2 million households with an average size of 2.9 persons. The proportion of one-person households increased dramatically between the censuses of 1970 and 1980. Single persons comprised only 12 percent of all households in 1970 but 29 percent of all households by 1980. Two-person households grew from 18 percent to 30 percent of all households during the decade.

Larger households have declined over the past ten years. Three-person households dropped slightly, from 19 percent to 16 percent, while four-person households showed the most dramatic decline: from 36 percent to 16 percent. Five-person households dropped from 11 percent to 6 percent. Those with six or more persons remained stable at about 3 percent of all households.

In 1980, Switzerland had 2.4 million private households and 9,500 collective households. Family households numbered 1.6 million. A family household can include a husband and wife, a married couple with children, families with relatives, or families with nonrelatives. Households in which there was a married couple were 560,000 in 1980 (34 percent of all families), and couples with children numbered 846,000 (52 percent of all families). The remaining 14 percent consisted of various combinations of relatives and nonrelatives.

A total of 37,000 marriages were performed in 1982, about 43 percent to persons aged 25 to 29. Among newlyweds, 84 percent of the men and 86 percent of the women were marrying for the first time. Fourteen percent of men and 11 percent of women were previously divorced and a small fraction were widowed. There were 12,000 divorces granted in 1982, over 80 percent of which were on "grounds of irreparable differences."

The average number of children per woman is 1.5, close to 20 percent lower than the American rate of 1.8 children per woman. In 1980, Switzerland had 579,000 households with children under age 16 and 217,000 households with children under age 7. Approximately 5 percent of all children born in 1982 were illegitimate, up slightly from 4 percent in 1972.

Population of Cantons: January 1983

Canton	*Population*	*Percent Change (1970-80)*
Zurich	1,128,000	1.4
Bern	919,300	−0.4
Luzern	298,700	2.3
Uri	33,700	−0.6
Schwyz	98,700	5.7
Obwalden	26,700	5.5
Nidwalden	29,300	11.6
Glarus	36,200	−3.8
Zug	77,200	11.7
Fribourg	187,600	2.7
Solothurn	218,000	−2.7
Basel-Stadt	201,200	−13.2
Basel-Landschaft	221,200	7.3
Schaffhausen	69,800	−4.7
Appenzell A. Rh.	48,400	−2.9
Appenzell I. Rh.	12,900	−2.1
St. Gallen	394,600	2.0
Graubunden	171,000	1.6
Aargau	459,100	4.7
Thurgau	186,600	0.5
Ticino	271,200	8.3
Vaud	532,600	3.3
Valais	224,500	6.0
Neuchatel	156,100	−6.4
Geneve	356,000	5.3
Jura	64,500	−3.4

The 1980 census recorded a total of 2.7 million housing units, 2.4 million of which were occupied at the time of the census (89 percent). Another 239,000 were secondary residences, and 70,000 were vacant. There were 1.8 million houses owned by one or more private individuals (68 percent of all housing). Ownership by companies or investors accounted for 22 percent of all housing. Seven percent of houses are owned by associations or foundations. The remaining 3 percent of the housing stock is communal housing.

Although 68 percent of all housing is owned by one or several individuals, this is not the same as the owner-occupancy rate. The relationship is actually almost the reverse. Sixty-seven percent of all Swiss rent the homes they live in; only 28 percent own their own homes. Another 2 percent of housing is occupied by a person owning one floor of a house, and 2 percent are occupied by managers or concierges as part of their jobs.

Swiss households are relatively uncrowded. Statistics on the number of persons per room show that 36 percent of dwellings have fewer than 0.5 persons per room and 53 percent have 0.5 to 1.0 persons per room. Another 8 percent of households fall in the 1.0 to 1.5 persons range.

Most houses in Switzerland have three or four rooms. In 1980, 55 percent of occupied dwellings had three or four rooms and 24 percent had five or more rooms. Only 21 percent of all units consisted of one or two rooms. Houses with three or four rooms accounted for the greatest growth in the housing stock between 1970 and 1980. These medium-sized houses grew by 22 percent during the decade, while smaller ones grew by 12 percent and larger ones by 13 percent.

Seven out of the nine largest cities, however, experienced a loss in their stock of housing with five or more rooms. Zurich, for example, had a 20 percent decline in its large units. Geneva and Lausanne were the only cities that experienced growth in the largest houses. All cities experienced growth in the small and medium-sized housing stock.

Education

The Swiss school system requires nine years of compulsory education, from age 6 or 7 to age 15 or 16. Students attend three to six years of primary school (depending on the canton) and go on to secondary school. Attendance is nearly 100 percent and the majority of students finish their formal education. Approximately 60 percent of males and 35 percent of females continue their education in an apprenticeship program for skilled trades or white-collar jobs. Only about 10 to 15 percent of students enter the Mittelschulen (gymnasia, lycees, or colleges) which prepare them for the Federal Maturity Certificates.

In the 1981/82 academic year 119,000 children were enrolled in preschool. Approximately 434,000 students were in elementary school, and 355,000 were in secondary schools. Secondary schools are divided into basic and accelerated programs and the majority of students (62 percent) are in accelerated programs. A large continuing education professional program enrolled 231,000 pupils in 1981, while 64,000 were in college.

The language of instruction is the same as that of the canton in which the school is located. Most cantons begin teaching a second language in the sixth or seventh grade. Students are expected to speak and write a second or third language in addition to their mother tongue. The general pattern is that French is studied in German and Italian Switzerland, while German is studied in French Switzerland.

Labor Force

Provisional results for 1982 recorded 3 million economically active Swiss, a slight decline of 0.3 percent from the size of the 1970 labor force. Economically active persons were 48 percent of the total population in 1980 and 72 percent of those aged 15 to 64. Foreigners were 23 percent of the labor force in 1982.

The Swiss economy is divided into three sectors. Sector 1 (primary) consists of agriculture, hunting, forestry, and fishing, and accounts for 7 percent of all those employed. Sector 2 (secondary or industrial) includes mining and quarrying; manufacturing; electricity, gas, and water; and construction. It employs 39 percent of all workers. Sector 3 (tertiary) includes all other occupations such as wholesale and retail trade; transportation and communications; finance and business; community, social, and personal services; and all other nonclassified jobs. Sector 3 employed 54 percent of the labor force in 1982.

Women were 35 percent of the labor force in 1982, a slight increase from 34 percent in 1970. Women tend to be concentrated in Sector 3 of the economy. Seventy-one percent of working women were in Sector 3 versus 4 percent in agriculture and 24 percent in industry. Thirty-two percent of all Swiss women were in the labor force in 1980.

Italians are the largest single group of foreign workers. They numbered 296,000 in 1982, or 40 percent of the

Percent of Swiss Households Owning in 1980:

Item	%
Car	67
Moped	32
Motorcycle	6
Refrigerators	94
Freezer	54
Electric Cooker	81
Gas Cooker	19
Clothes Dryer	21
Toaster	55
Dishwasher	19
Food Processor	67
Coffee or Tea Maker	49
Washing Machine	56
Iron	98
Vacuum Cleaner	97
Room Air Conditioner	48
Television (any)	93
color	61
black and white	34
Radio (portable)	99
Video Recorder	2
Reel to Reel Tape Recorder	32
Tape/Cassette Recorder	82
Record Player	61
Music Center	38
Calculator (1979)	29
Electric Blanket (1979)	19
Electric Shaver	65
Sewing Machine (1979)	85
Wristwatch (% of adults)	100
Hair Dryer	77
Cigarette Lighter (1979)	32
Lawn Mower	29
power	21
Power Drill (1979)	49
Power Saw (1979)	18
Still Camera	82
Movie Camera	16

total. Spaniards were the next largest group (12 percent), French next (10 percent), then Germans (9 percent) and Austrians (4 percent). All other nationalities accounted for one-quarter of foreign workers. Men were 68 percent of all foreign workers in 1982. The number of workers from each country has remained approximately constant since the 1970s.

Income and Consumption

With the exception of some newly-rich oil countries in Southwest Asia, Switzerland has the highest per capita income in the world. With a per capita GNP of $17,150 in 1982, it outranked all other European countries and the U.S. as well, where per capita GNP was $12,530 in 1982. The Swiss save about 4 percent of their disposable income.

In addition to saving, the Swiss spend a great deal on consumer goods. Two-thirds of all households owned a car in 1980, and one-third owned a moped. Most Americans think of Switzerland as a snowy ski retreat, but almost one-half of all households have room air conditioners.

Economically Active Population by Industry Group, 1982

Industry	*Workers*
Agriculture	213,600
Manufacturing	1,174,000
Food Products	95,900
Liquor & Tobacco	14,700
Textiles	41,200
Apparel	45,000
Woodworking	62,000
Graphic Arts	59,600
Oil Refining/Products	70,200
Metals & Extraction	168,600
Machine Tools, Autos	252,000
Watches, Jewelry	55,300
Other	85,000
Construction	194,700
Utilities	29,800
Services	1,645,600
Wholesale, brokers	125,300
Retail	289,400
Banks	95,600
Insurance	45,400
Real Estate	11,800
Transport, Shipping, Warehousing	128,800
Hotels, Restaurants	177,100
Telecommunications	60,000
Public Administration, Education	230,000
Public Health	169,300
Consulting Services, Business Services	113,400
Community & Public Service	50,100
Other Services	149,400
Total	3,033,200

Television ownership is almost universal, as is radio ownership. Eighty percent of households own a tape or cassette player. As one would expect in a country famous for watchmaking, 100 percent of all adults own a wristwatch.

There were 320 TVs per 1,000 inhabitants in 1980, up from 285 per 1,000 in 1976. There were 367 radios per 1,000 people, slightly higher than the 332 per 1,000 in 1976. There were 446 movie theaters in Switzerland in 1982, with seating capacity of 150,000 persons.

Switzerland has the highest number of newspapers per capita in the world. In 1980, there were 88 dailies, 169 non-dailies, and 1,550 periodicals. Average circulation of dailies was 2.5 million or about 400 newspapers per 1000 people.

The Swiss Statistical Yearbook has data on daily routines and leisure activities taken from a 1979 survey of 9,000 people. The survey showed that the Swiss sleep about nine hours a night, spend 30 to 40 minutes on personal hygiene, and nearly two hours a day eating and drinking. Men and women report similar schedules on these items. They differ, however, on the amount of time spent on housework and paid employment. Women spend an average of 4.5 hours per day on housework (versus 40 minutes for men), while men spend an average of 5.1 hours at work outside the home (versus 1.7 hours for women). Both men and women spend about an hour a day visiting friends and one to two hours on entertainment.

The Swiss watch a little over one hour of television a day, and listen to 20 minutes of radio. Reading takes up about half an hour, and hobbies another half hour. Sports occupy 20 minutes of a man's day and 13 minutes of a woman's day. Attending meetings and events and seeing people takes 15 to 30 minutes each day, and getting around to all these places (i.e., driving or walking) takes 40 minutes. All in all, the Swiss estimate they spend about six hours a day in some leisure activity.

Sources of Information

The *Statistical Yearbook of Switzerland* is published annually by the Office of Federal Statistics in Basel. The most recent edition is for 1983 and contains some statistics up to 1982. Comparative data from the 1980 and previous censuses are included. The volume is published in French and German.

An interesting book reviewing Switzerland's history of cultural pluralism is Carol L. Schmid's *Conflict and Consensus in Switzerland* (1981), published by the University of California Press at Berkeley. The 198-page hardback costs $22.50 and contains chapters on ethnicity, politics, the educational system, and guest worker problems.

U.S. sources of data include the Department of State's Background Notes (August 1982), No. 8132; the Overseas Business Report (April 1981), No. OBR81-07 ($1.25); and the Foreign Economic Trends Profile (April 1983), FET 83-032 ($1.75). All copies can be ordered from the U.S. Government Printing Office. The contact person for Switzerland at the U.S. Census Bureau is Godfrey Baldwin at (301) 763-4221. •

—Daphne Spain

Daphne Spain is International Demographics' *Washington correspondent.*

Coming Next Month:

Profile: Greater Sao Paulo—a neighborhood analysis of the socioeconomic characteristics of the world's fifth largest metropolitan area.

How Third World rural areas can benefit socially and economically from the telephone communications satellites will bring.

Population Redistribution in Nigeria

Nigeria has about 80 million people in a land area of 356,669 square miles. Its population growth rate is estimated at 3.6 percent a year, one of the highest in Africa. In addition to its size and rapid population growth, Nigeria has always had a problem with population distribution.

Historically, Nigeria's rural population moved to the four regional capitals and the federal capital — Kaduna, Ibadan, Enugu, Benin City, and Lagos, with Lagos the favored destination. The cities offered wage employment, educational opportunities, proximity to government services, and a better lifestyle. Until 1967, Lagos' population was growing at about 12 percent a year.

But in 1967, the government created 12 states and named new capitals for them and migration patterns began to change. In the late 1970s, the 12 states were reorganized into 19 states, again each with its own capital.

One of the most important effects of the new states was to open up more paths to occupational mobility and job opportunities. The new state capitals reduced labor surpluses in the federal and regional capitals by providing other destinations to Nigeria's rural exodus.

The World Bank estimates that the percentage of urban population in cities of over 500,000 people increased from 22 percent in 1960, just before the first creation of new states, to 57 percent in 1980. Also, the number of cities of more than a half million residents increased from 2 in 1960 to 9 in 1980. Urban population as a percentage of total population has increased from 13 percent in 1960 to an estimated 20 percent in 1980.

People are attracted to the state capitals for many reasons.

continued

Table I Regional Population (1963 Census)

Region	*Population*	*Capital*	*Population*
Western*	10,265,846	Ibadan	627,379
Eastern	12,394,462	Enugu	138,457
Mid-West	2,535,839	Benin	100,694
Northern	29,808,659	Kaduna	149,910

*Including Lagos (the federal capital)

Source: Nigeria Population Census, 1963.

Table II Estimated Population of Each State Capital

State	*Capital*	*Population 1963*	*Population 1975*
Anambra	Enugu	138,457	187,000
Imo	Owerri*	136,234	—
Banchi	Banchi*	37,778	134,462
Borno	Maiduguri	53,967	189,000
Gongola	Jimeta*	36,291	—
Benue	Makurdi*	53,967	138,967
Plateau	Jos	38,527	90,402
Niger	Minna*	23,084	59,988
Sokoto	Sokoto*	47,643	89,817
Ogun	Abeokuta*	187,292	253,000
Ohdo	Akure	38,853	71,106
Oyo	Ibadan	627,379	847,000
Bendel	Benin City	100,694	136,000
Cross River	Calabar	46,705	76,418
Kaduna	Kadmer	149,910	202,000
Kano	Kano	295,432	399,000
Kwara	Ilorin	208,546	282,000
Lagos	Ikeja	9,073	—
Rivers	Port Harcourt	179,563	242,000

*Became state capital in 1976.

Sources: UN Estimates (July 1, 1975); Nigeria Population Census, 1963

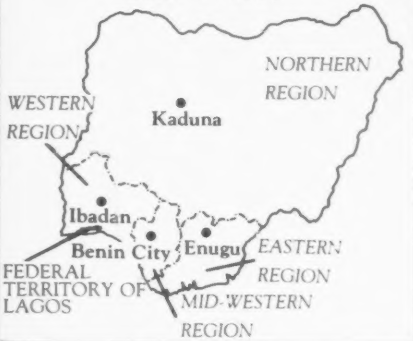
Table III Population Estimates of Each of the New States

State	*Area (sq. km)*	*1963 (000s)*	*1977 (000s)*	*1979 (000s)*	*1981 (000s)*
Anambra	19,233	3,051	5,007	5,484	5,901
Imo	10,675	4,069	6,799	7,315	7,871
Bauchi	67,647	2,444	4,083	4,393	4,727
Borno	105,106	3,229	5,394	5,804	6,245
Gongola	99,245	2,683	4,483	4,824	5,190
Benue	74,339	1,837	3,069	3,302	3,553
Plateau	29,193	1,898	3,172	3,413	3,672
Niger	74,240	1,219	2,037	2,192	2,358
Sokoto	94,470	1,882	3,144	3,383	3,640
Ogun	17,409	2,845	4,764	5,114	5,502
Ondo	21,138	5,305	8,864	9,537	10,262
Oyo	36,818	2,789	4,660	5,014	5,395
Bendel	38,535	2,789	4,660	5,014	5,395
Cross River	28,361	2,867	4,790	5,154	5,546
Kaduna	70,206	4,014	6,706	7,215	7,764
Kano	43,069	6,074	10,147	10,918	11,748
Kwara	74,339	1,275	2,130	2,292	2,466
Lagos	3,576	2,127	3,550	3,823	4,113
Rivers	18,090	1,653	2,762	2,972	3,198

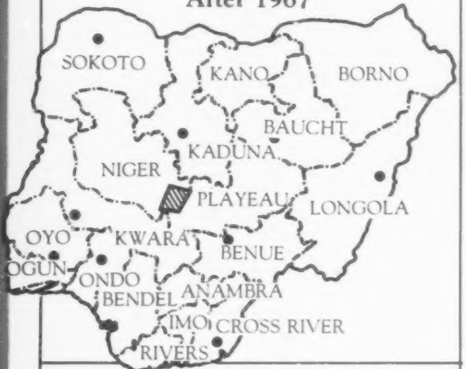
Note: Population estimation is based on assumed growth rate of 3.73%.

Source: West Africa, *20 August 1979.*

NIGERIA
Prior to 1967



NIGERIA
After 1967



—The growth of industry and the proliferation of jobs in the new states.

—An improved base of support for all states' physical infrastructure.

—Decentralization of services to all 19 states. For example, the state capitals each have radio and television services. There were 450,000 television receivers in use in 1980 compared with 53,000 in 1969.

—The proliferation of higher educational institutions, hospital and technical colleges.

In order to encourage the redistribution of population for the best balance of people and resources for a desired standard of living, the states need to continue to create job opportunities that are attractive to secondary school and post-secondary school graduates, decentralize government and non-government services in each state, decentralize industries related to agriculture, and accelerate rural development. •

—Akinwumi Adebayo
The author is with the Department of Sociology at Kansas State University.

Publications

Population Policy Briefs: Current Situation in Developing Countries by the Population Division, Department of International Economic and Social Affairs of the United Nations Secretariat, 1984, 54 pp. Order from United Nations Publications, United Nations Plaza, New York, NY 10007.

This U.N. report contains brief summaries of the current perceptions and policies on population growth, fertility, mortality, international migration, and population distribution of nearly 180 countries. The summaries are based largely on replies to the Fifth Population Inquiry Among Governments, material contained in the Population Policy data bank of the U.N., national development plans and publications.

Israel's Population: The Challenge to Pluralism by Dov Friedlander and Calvin Goldschneider, April 1984, Washington, D.C.: Population Reference Bureau, 38 pp., $4.00 single copy. Order from Circulation Department, Population Reference Bureau, Inc., 2213 M Street N.W., Washington, DC 20037.

Jews are sure to remain the overwhelming majority of Israel's population over the next 30 years, despite high Arab fertility and dwindling Jewish immigration. But if Israel annexes the West Bank and Gaza Strip which it has occupied since its victory over Jordan, Egypt, and Syria in the Six Day War of 1967, the Jewish population share of "Greater Israel" could be as low as 50 percent in 2015, say Dov Friedlander and Calvin Goldschneider. This shift could add fuel to the ever-simmering Israel-Arab conflict in the Middle East, say the two authors, especially if Israel chooses not to extend full citizens' rights to Arabs of the West Bank and Gaza, who now number 1.2 million versus the 3.4 million Jews and 690,000 Arabs in Israel proper.

Friedlander and Goldschneider are both professors of demography at Jerusalem's Hebrew University. This publication also discusses the shift in power that is probable as Jews of European or American origin are outnumbered by Oriental Jews. The latest Israeli data and the authors' new projections for the population of Israel and the Occupied Areas are included.

Planet Earth 1984-2034: A Demographic Vision by Leon F. Bouvier, 1984, Washington, D.C.: Population Reference Bureau Inc., 36 pp., $4 single copy. Order from Circulation Department, Population Reference Bureau, Inc., 2213 M Street N.W., Washington, DC 20037.

This is a sometimes whimsical, but usually serious, view of what the world could look like 50 years from now. Unlike other PRB bulletins, this one represents Leon Bouvier's vision rather than relying on an analysis using standard demographic techniques and data sources.

Bouvier describes his view of how the service/information societies, industrialized nations, developing countries, and least developed countries' populations will look by 2034.

World Population 1983 — Recent Demographic Estimates for the Countries and Regions of the World, Washington, D.C.: Bureau of the Census, 586 pp., $13.00 (Stock No. 003-024-05691-7). Order from Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

Demographic data for 202 countries are detailed in this volume which includes the reported census figures, the adjusted population based on an evaluation of the reported data by census bureau analysts, birth and death rates, the annual growth rate, life expectancy at birth, infant mortality rate, percent urban, percent of labor force in agriculture, percent literate, and 1983 estimates of population, birth and death rates, and rate of growth.

The report also includes information about the definitions of literacy and urban for each country as well as a glossary of definitions of demographic terms. Charts for each region compare the most important demographic indicators.

1984 World Population Data Sheet, prepared by Mary Mederios Kent and Carl Haub, Washington, D.C.: Population Reference Bureau, Inc., $2.00. Order from PRB, P.O. Box 35012, Washington, DC 20013.

This annual wall chart estimates the world's mid-1984 population at 4.762 billion, growing at a natural increase of 1.7 percent annually. At the current rate, the population of the world will double in 40 years. By the year 2000, the PRB projects the population will be at 6.25 billion and by 2020, 8.068 billion. Forty percent of the world's population lives in cities and 35 percent of the population this year is under age 15.

The same information, plus life expectancy at birth, infant mortality rate, birth and death rates, population over age 65, and per capita GNP, appears for 19 regions and 173 countries.

The compilation is based on data from The World Bank, the U.S. Census Bureau, the United Nations, and the U.S. National Center for Health Statistics.

The Land is Shrinking: Population Planning in Asia by Gayl D. Ness and Hirofumi Ando, 1984, Baltimore: Johns Hopkins University Press, 217 pp., $25.00. Order from Johns Hopkins University Press, Baltimore, MD 21218.

This book will be useful for those who wish to understand in greater depth the population changes taking place in Asia and the Pacific. Although the title, *The Land is Shrinking,* might lead readers to believe that the book focuses on environmental factors, it concentrates on an analysis of population change.

Unlike "gloom and doom" analysts that predict only dire consequences of the modernization taking place in the Third World, these authors believe that the bureaucrats who are working in the field of population policy and development planning represent "an administrative class for an emerging world (that) is an important fact of modern life from which some hope can be derived."

The authors argue that whether political-administrative systems recognize the problem of rapid population growth, implement a solution, and actually have an impact on mass reproductive behavior is an indication of their strength. In comparing Asia with other high fertility regions such as Africa, Latin America, and the Islamic world, the authors say that "the processes of imperialism, colonialism and nationalism produced in Asia a region of relatively strong states," which in turn makes the region "more advanced in perceiving and reacting to rapid population growth and its intense ecological pressures."

The argument then focuses on India and China, the world's two most populated nations. While both have adopted antinatalist policies, the effectiveness of the policies have been dictated by the relative strength or weakness of the political-administrative systems in each country.

What is not the book's focus may be just as important as what is. In the authors' own words, "We do not focus on the determinants of the demand for fertility-limiting techniques or behavior, which are the subject of much demographic analysis. We focus on what has come to be called the supply side of fertility-limiting behavior."

Living Alone (Catalogue no. 99-934, $5.50 in Canada; $6.00 elsewhere) is available from Publication Sales and Service, Statistics Canada, Ottawa K1A OT6, Canada.

Market researchers whose interest is the singles market will be interested in a new report on the 1.6 million Canadians who live alone.

Living Alone describes singles' incomes, housing, and the reasons people live alone. The report is the first of 12 publications in the 1981 Census Content Series.

International Marketing Management by Subhash C. Jain, 1984, Boston: Kent Publishing Company, 699 pp., $32.95.

In an MBA program at a well-known university just last year, a professor of international marketing told his students, "We'll just skip over Japan. It's not much of a market, and the trade barriers are so high that there is no sense in considering it as a potential market anyway." Clearly, it is time for some new thinking in the international arena. Fortunately, there are now some revised textbooks being published.

This text takes an objective view of global marketing, offering methods of segmenting markets among other basic tools of the trade. Case studies are used.

PRB Occasional Series: The Caribbean by Leon F. Bouvier, 1984, Washington, D.C.: The Population Reference Bureau, Inc., eight publications of about 15 pages each, $2.00 each plus $1 for postage and handling. Order from PRB, P.O. Box 35012, Washington, DC 20013.

The countries included in this series are Barbados, Saint Lucia, St. Kitts/Nevis, Antigua and Barbuda, Dominica, St. Vincent, Grenada, and Belize.

Each booklet includes both historical and prospective demographic data on each of these Caribbean islands. The emphasis is on the age and sex distribution of the school age, labor force, and elderly populations, with projections in each group up to 2030. Age groupings are the three broad groups listed above rather than five-year age groupings commonly used.

Manual X: Indirect Techniques for Demographic Estimation, by the Department of International Economic and Social Affairs, 1983, New York: United Nations, 304 pp., $32.00. Order using sales number E.83.XIII.2 from United Nations Publications, Room DC2 0853, United Nations, New York 10017.

This is a technically-oriented manual to assist researchers who are working with incomplete or defective demographic data. It deals mainly with the estimation of fertility and mortality in developing countries. The manual is designed to be "user-oriented" with emphasis on the way the techniques are applied and detailed examples. •

Sources

The East-West Center

It took Europeans hundreds of years to discover the islands of Hawaii, shielded from the outside world by thousands of miles of the Pacific Ocean. Businesses interested in the rapidly developing nations of Asia should not wait so long to discover one of Hawaii's most valuable resources, the East-West Center.

Located in Honolulu, the East-West Center includes the Population Institute, which contains some of the world's best demographic resources on Asia. The institute annually publishes many research studies, and its researchers make frequent trips to Asian countries and work closely with Asian researchers.

The Population Institute is the largest of the four institutes that comprise the East-West Center, a non-profit educational corporation established by the United States Congress in 1960. The center receives most of its annual budget from a congressional appropriation and also receives funds from 21 Asian governments, private foundations, public agencies, corporations, and individuals. The other three institutes include those dealing with culture and communication, resources, and the environment.

Of particular interest is the East-West Center's Resource Materials Collection. It includes a documentation and demographic reference service, plus a compilation of current census and survey results for Asian and Pacific countries. The collection includes more than 20,000 books, articles, microfilms, tapes, and motion pictures. The reference staff welcomes inquiries from businesses looking for hard-to-find statistics about the peoples of Asia. Contact Alice Harris at the East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848; telephone (808) 944-7450.

The Population Institute includes a Data Analysis Unit that maintains a computerized data bank of censuses and surveys from Asian countries and a software library for demographic and general statistical analysis.

At the Population Institute, which was formed in 1969, researchers study such trends as the migration of Asian workers from villages to urban areas. One study discovered that industrial companies prefer to recruit women because they are considered more docile than men. Another interest is international labor migration from Asian countries to the Middle East. Over the past ten years, more than two million Asian workers have found employment in the Arab oil states. Other researchers are studying Asian families. The Asian Marriage Survey, for example, has obtained data from Indonesia, the Philippines, Thailand, and Pakistan to learn the influence of education, employment, and family background on marriage trends.

The Population Institute publishes the *Asian and Pacific Census Forum*, a quarterly newsletter that reports on census, vital registration, and survey activities in Asia. Its articles are usually technical ("Measurement of Death Registration Completeness Using the Growth Balance Procedure Applied to Data from India," for example), but the publication is clearly written and edited, and includes occasional pieces of more general interest — "What Australians Think about Their Census," for example, or "On Relationship to Household Head, or Who's Who in the Household."

The newsletter is free to those working in census offices and to students. Businesses can subscribe for $5.00, to cover mailing costs. Write Asian and Pacific Census Forum, East-West Population Institute at the above address.

The Population Institute publishes other books and papers of potential interest to international business researchers. Director Lee-Jay Cho is editing a book on the 1980 round of censuses in Asia and the Pacific that will be available this fall. Another forthcoming work is *Pakistani Women: A Socioeconomic and Demographic Profile*, edited by Nasra M. Shah. *Women in the Cities of Asia: Migration and Urban Adaptation*, edited by James T. Fawcett, Siew-Ean Khoo, and Peter C. Smith, was published in April. These and other books can be obtained by writing Publication Orders, East-West Center.

The Culture and Communication Institute studies cross-cultural communication and runs programs designed to overcome the cultural gaps that businesses encounter in a foreign country. "The growth of U.S.-Asian trade is one of the important stories of the twentieth century," says Clyde Prestowitz, Jr., counselor to the U.S. Secretary of Commerce for Japan and an East-West student in the early 1960s. "But the normal friction which arises in any trade relationship is exacerbated by the greater cultural differences between Asia and the United States."

Among the publications that have resulted from this institute's work are the three-volume *Handbook of Intercultural Training*, edited by Dan Landis and Richard Brislin (Elmsford, New York: Pergammon Press, Inc.), that provides guidelines to prepare personnel in private and public organizations to work effectively in an unfamiliar culture; and *China's New Social Fabric*, edited by Godwin C. Chu and Francis L. K. Hsu (London, England; Kegan Paul International, Ltd., 1983), that contains articles exploring the forces that hold contemporary China together.

For 24 years, the East-West Center has joined people from the United States and the countries of the Asia and the Pacific. Some 1,400 people each year take part in center conferences; some 600 graduate students and research fellows receive support from the center while studying at the University of Hawaii; and through collaborative research and publications, researchers from the United States and Asia contribute to better understanding in the Pacific region. •

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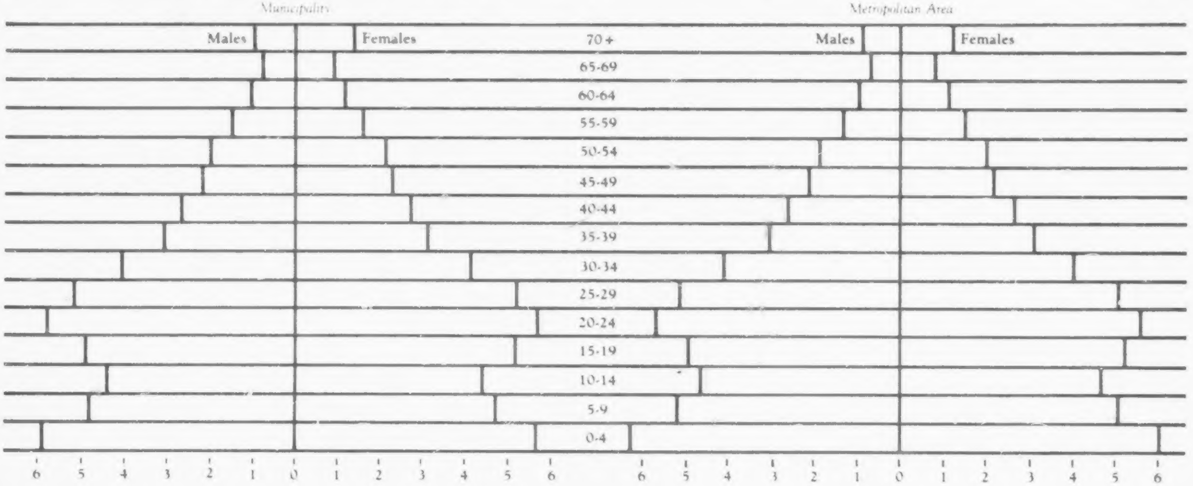
INTERNATIONAL DEMOGRAPHICS

August 1984 Vol. 3, No. 8

Sao Paulo Municipality and Metropolitan Area by Age and Sex: 1980

(in percent)



Profile

The Metropolitan Area of Sao Paulo, Brazil

Situated almost exactly on the Tropic of Capricorn, the City of Sao Paulo dominates a gently sloping plain, varying in altitude between 2,000 and 2,500 feet above sea level. It is separated from the coast — 40 miles to the southeast — by a steep escarpment, the Serra do Mar.

Throughout the 17th and 19th centuries, the importance of Sao Paulo was minor next to the sugar ports of Recife and Salvador (Bahia), and to Rio de Janeiro when the city became capital of the Empire. But by the latter half of the 19th century when coffee became an important export Brazil's center of gravity moved south and the City of Sao Paulo became a commercial center. The City of Sao Paulo grew to 3.8 million people in 1960, pulling ahead of Rio.

Administrative Divisions

Today, the metropolitan area of Sao Paulo, or Greater Sao Paulo, is considered the second largest urban agglomeration in Latin America after Mexico City, and the fifth largest in the world.

An estimated 9.5 million people live within the 583-square mile area of the central city. Another 5 million people live in one of the 36 other municipalities included in the metropolitan area. When this profile

continued on p. 4

Inside

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Publications 10
Telecommunications in the developing world 13
Electronic media increase world wide 15

AREA PROFILE: SAO PAULO

Around the World

Which Japanese Buy What Imports

Fountain pens and whiskey have almost universal appeal for Japanese who buy foreign-made goods, according to a recent survey by Total Life Research Institute of Hakuhodo, a Japanese ad agency.

The agency surveyed 1,200 persons in three age groups: 18 to 25 years, 32 to 37 years, and 45 to 54 years. The interviews included both men and women in Tokyo, Yokohama, Osaka, and a dozen other cities.

The foreign items that were most likely to be owned by the youngest group of men were fountain pens, sportswear, sports shoes, whiskey, and lighters. Whiskey was the top item for both of the other age groups of men, but unlike the younger group's ownership of sportswear, the older groups of men were more likely to own fountain pens, neckties, watches, or lighters made outside of Japan.

Among women, perfume was the top foreign item for all age groups. The youngest group had high ownership of foreign-made cosmetics, but otherwise owned the same items as the older groups of women — handbags, accessories, and fountain pens. Rather than owning cosmetics, the older groups of women preferred whiskey in addition to the other items.

Among foreign items survey respondents said they would like to own, men of all ages were likely to mention cars, shoes, or watches. The youngest group also mentioned motorcycles and lighters, the two older groups mentioned carpets and golf clubs. Among women, the younger group mentioned watches, shoes, accessories, perfume, and dresses most frequently, while the two older groups mentioned carpets, handbags, interior goods, porcelain, glassware, and furs.

Consultations on Political Risk

Frost & Sullivan is now offering individual consultations with its political risk experts.

The Country Consultation Service integrates all of Frost & Sullivan's political risk services, including printed, on-disk or on-line monthly forecasts of political and economic risk factors for 85 countries, a monthly newletter, an annual conference and special reports, plus unlimited telephone access to consultants for each region of the world and specialists in export regulations, foreign credit, security, and international finance, and five days of project consultation time. The cost for the total service is $10,000.

More information is available from Victor Hertz, Manager, Political Risk Services Division, Frost & Sullivan, Inc., 106 Fulton St., New York, NY 10038; telephone (212) 233-1080.

British Lifestyle

A report on British lifestyle is now available from Business Trends Analysts. Prepared by Mintel Publications, Ltd., the report includes a detailed demographic profile of the United Kingdom, a breakdown of overall consumer spending, market studies in 20 different categories including books, sporting and leisure goods, spending on entertainment and dining out, insurance, education, and snack and other food products, and a section on consumer buying habits by age, sex, and geographic region.

The report may be purchased for $530 from Business Trends Analysts, 2171 Jericho Turnpike, Commack, NY 11725.

Foreign Knowledge Needs Upgrading

A Stanford University professor is advising U.S. businesses to seek out and employ people with international skills, including language skills and international economic and political knowledge.

Even if a U.S. firm hires nationals in their home setting rather than sending its American employees abroad, Robert Ward, professor of political science, says it still makes sense to hire more employees in the U.S. who are knowledgeable about foreign affairs.

There will be a better understanding of what is going on abroad, particularly in exporting products overseas and dealing with overseas customers. Individuals skilled in international relations also will provide a better reception for foreign clients who visit, he says.

New Surveys In Arab Countries

A new survey on the car buying habits of residents of Kuwait, The Gulf States, Saudi Arabia and Lebanon is available from Pan Arab Research Center, a Gallup International member. Related surveys include information on car tires, bat-

A Note From the Editor

Beginning this month, *International Demographics* includes a "Professional Services Directory" to allow businesses that work in overseas markets to advertise their services to our readers. This directory will make it easier for readers to find market research, translation, shipping, and other services when they are needed. Readers who would like to advertise in the directory should contact Michelle DeChant at (800) 828-1133 (in New York, (800) 462-8686).

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teries, spark plugs, lubrication oils, and passenger cars.

Cars 1983/84 includes two volumes, the first on car ownership and use patterns, buying decisions, and awareness of dealers and makes and the second on advertising and media exposure of car buyers.

Information about *Cars 1983/84* and subscription services of Pan Arab Research Center are available from Sami Raffoul, general manager, Pan Arab Research Center, P.O. Box 921, Safat, Kuwait; telex no. 22901 PACC KT; telephone 2450783. •

Tourism in China Contributes to Modernization

One alluring aspect of China's opening up is the prospect of travelling in a land that has for the last 30 years remained something of a mystery. Although all touring takes place through China's National Tourist Agency, the Chinese are hastening to develop facilities in line with the demands of international tourism.

Seen as a potentially important foreign exchange earner, the tourist industries are undergoing a major shake-up. A program is well underway to update existing hotels and provide new ones that meet international standards as well as to improve the infrastructure of tourism—restaurants, transport, airlines, and guides.

The vast majority of China's overseas tourists come not from the West, but from Hong Kong. Of the more than 7.5 million visitors to China in 1982, only about 675,000 or just over 8.5 percent were non-Chinese. Of the 4.4 million visitors China received in the first half of 1983, about 4 million were from Hong Kong.

Income from China's 1982 visitors was 1.57 billion Yuan — the equivalent of about $785 million by today's exchange rates, and an increase of 14 percent over 1981. These earnings may be more illusory than real because the influx of foreign tourists continues to demand the provision of more lavish facilities. But, as facilities improve, overseas Chinese are being encouraged to visit the mainland.

Although at present most Chinese only venture to other cities to visit relatives or for work, it is also likely that increased mobility within China will allow local residents wider scope for travel.

So far the problem has not been how to attract visitors to China, but rather how to accommodate the tourists and their demands. The lack of enough international class hotels has led to the hotel construction boom in China. One example is Beijing's $75 million Great Wall Hotel, on the outskirts of the capital. Designed by the U.S. architect, I. M. Pei, it was financed and will be jointly managed by China International Travel Service and E. S. Pacific Development and Construction Company, a U.S. firm. By using this type of project financing method, China has managed foreign investment effectively and has forged closer business links with the West.

Tourism has provided numerous spin-offs, many of which have created jobs and introduced new technology. The development of China's international and domestic airlines is an obvious case, but Chinese boat yards are also being kept busy. The Yangzi, launched recently in Wuhan, is the fourth luxury cruiser to be built since 1980. Intended for tours along the Wuhan Chongging section of the Yangtze River, it can carry up to 150 passengers.

To supplement the limited number of English-speaking tour guides, China has decided to turn the Beijing Second Foreign Language Institute into a college to train more interpreters and management personnel for the anticipated growth in tourist traffic.

Tourist trips tend to focus on ancient monuments, museums, places of historical and cultural importance, and scenic spectaculars such as the gorges of the Yangtze. The city of Xian, seat of the ancient T'ang dynasty, is fast growing into an important tourist attraction. With 400,000 tourists expected by 1985, hotels, restaurants, and other amenities are now under construction. Included is the 220 room international grade Golden Flower Hotel. A new tourist route which will link more than 40 scenic and historical sites is to be built in northern Sichuan Province. The Jianmen-Shudao Scenic Area will wind 480 miles from Oipan Pass in Guangyuan County to the Ba'en Temple in Pingwu County.

The development of Hainan Island, sometimes described as South China's Treasure Island, which hopes to attract Hong Kong residents to its tropical beaches in the winter, offers something different in the way of tropical holidays. And in Shenzen, SEZ Club Mediterranee has leased a 28-hectare site to build a Western style luxury resort. In the same region, Goodyear investors, along with the Shenzen Tourism Bureau, are to build a boating resort.

As the tourist business gathers momentum, China is becoming aware of some of its perils. The lifestyle enjoyed by visitors is in sharp contrast to that of the local community. The segregation of overseas visitors and the special privileges accorded to tourists, such as access to Friendship stores, from which Chinese are excluded, has raised some local resentment. Even so, these problems are not likely to create insuperable barriers or lasting damage to the national ethos. •

—*Iraj Ispahani*

South–Third World Media Syndication Service.

Sao Paulo / *Continued from p. 1*

uses the term "metropolitan area" or Greater Sao Paulo, it refers to the agglomeration that includes all 37 municipalities. When "central city" is used, it refers to the municipalities of Sao Paulo and Osasco. The "City" of Sao Paulo refers only to the municipality of Sao Paulo.

The metropolitan area contains 3,110 square miles in total and is still the smallest of the 11 administrative regions that make up the State of Sao Paulo. The state had 25 million residents according to the 1980 census count.

Recent data prepared by the Statistical Division of the State Planning Agency (SEADE) project an increase of the metropolitan area to 15.1 million people by 1985, 17.5 million people by 1990, and 19.5 million by 1995. Apart from Sao Paulo proper, the so-called ABC cities — Santo Andre, Sao Bernardo do Campo, and Sao Caetano do Sul — are included in Greater Sao Paulo. Other important urban centers in the agglomeration are Guarulhos, Osasco, Diadema, Maua, Mogi das Cruzes, and Carapicuiba. The population of each of the cities is listed.

The agglomeration's contribution to the national economy is impressive. With 10.6 percent of the Brazilian population, Greater Sao Paulo accounts for 22.8 percent of the national income and about one-third of the industrial labor force. The value-added tax (ICM) collected on articles produced or traded in the area is more than what is collected in the entire Northeast, North, and Central West regions where 40 percent of the population lives.

Although the number of cars (171 per 1,000 people in 1980) and telephones (186 per 1,000 people including non-residential connections) is not the highest in Brazil, Greater Sao Paulo holds more than 20 percent of all the country's registered motor vehicles and about half its telephones.

If the State of Sao Paulo were a country, it would have the second largest economy of South America, preceded only by Brazil.

Diversity

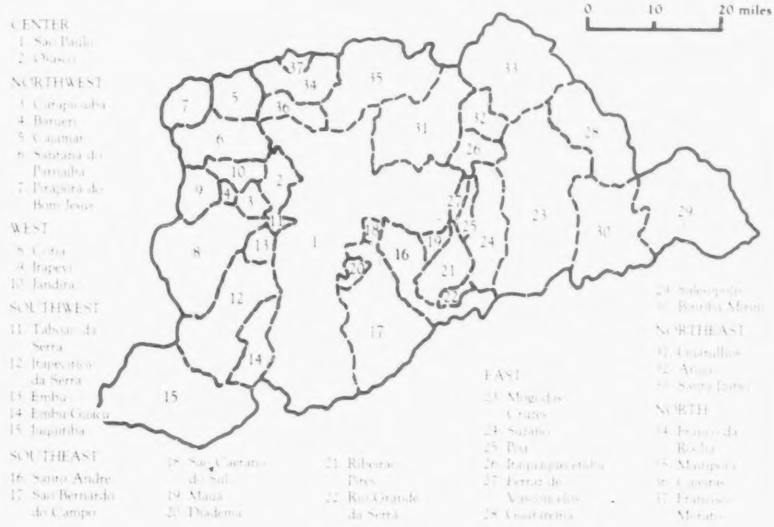
Brazilian economists and sociologists who study the urban evolution of Greater Sao Paulo generally emphasize the disparate and contradictory way in which population is agglomerated and wealth created in this area which is only about two-thirds the size of Connecticut.

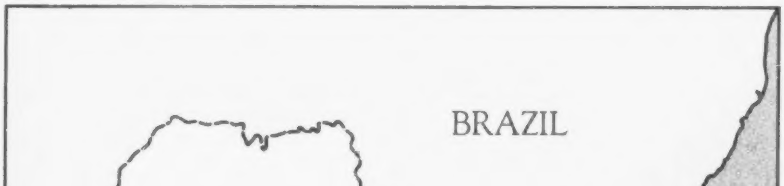
Heterogeneity is the key. The population, urban infrastructure, and economic activities are unevenly spread among the 37 municipalities.

In 1980, 14 municipalities were considered 100 percent urban. Among them were Diadema, Embu, Osasco, Santo Andre, and Sao Caetano. On the other hand, five municipalities were considered more than 40 percent rural. They were Biritiba-Mirim, Guararema, Pirapora do Bom Jesus, Salesopolis, and Santana de Parnaiba. Population densities varied from a low of 57 people per square mile in Juquitiba and 67 in Salesopolis to a high of 24,666 people per square mile in Diadema.

Next to the relative prosperity of municipalities like Sao Paulo, Barueri, Cotia, Guarulhos, Mogi das

Municipalities of the Metropolitan Area of Sao Paulo


0
10
20 miles
CENTER
1 Sao Paulo
2 Osasco
NORTHWEST
3 Carapicuiba
4 Barueri
5 Cajamar
6 Santana do Parnaiba
7 Pirapora de Bom Jesus
WEST
8 Cotia
9 Itapevi
10 Jandira
SOUTHWEST
11 Taboao da Serra
12 Itapecirica da Serra
13 Embu
14 Embu-Guacu
15 Juquitiba
SOUTHEAST
16 Santo Andre
17 Sao Bernardo do Campo
18 Sao Caetano do Sul
19 Maua
20 Diadema
21 Ribeirao Pires
22 Rio Grande da Serra
EAST
23 Mogi das Cruzes
24 Suzano
25 Poa
26 Itaquaquecetuba
27 Ferraz de Vasconcelos
28 Guararema
29 Salesopolis
30 Biritiba Mirim
NORTHEAST
31 Guarulhos
32 Aruja
33 Santa Isabel
NORTH
34 Franco da Rocha
35 Mairipora
36 Caieiras
37 Francisco Morato


BRAZIL
State of Sao Paulo
Metropolitan Area of Sao Paulo
ATLANTIC OCEAN

Cruzes, and the ABC-cities, home of much of Brazil's automobile and other heavy metal industry, there are commuter towns such as Carapicuiba, Embu, Ferraz de Vasconcelos, and Itaquaquecetuba with little commerce and industry. These are called "ciudades dormitorios" (dormitory towns) or "suburbios." Unlike their U.S. counterparts, they are the home of the working class, depending on a precarious system of buses and suburban trains for transportation to the central city factories and businesses. Typically, the dormitory towns have the poorest infrastructure and the highest incidence of infant mortality and other social problems.

The same pattern repeats itself in the central city of Sao Paulo. The upper and middle class live mostly close to the center of the city in neighborhoods with a satisfactory infrastructure. The neighborhoods, which contain about 10 percent of the municipal population, include Aclimacao, Barra Funda, Bela Vista, Cambuci, Cerqueira, Cesar, Consolacao, Jardins, Perdizes, Santa Cecilia, Vila Madalena, and Vila Mariana.

In this area, which lies within a four-mile radius of the city's center, are most of the city's 34 theaters, 132 cinemas, and other attractions. Slightly further away, but also predominantly middle class, are Pinheiros, Lapa, and Indianopolis. On the other hand, some of the most miserable living conditions are found in the peripheral districts in the extreme south (Capela de Socorro, Parelheirox), east (Itaquera, Ermelino Matarazzo, Sao Miguel Paulista, Guaianazes), and northwest (Pirituba, Jaragua, Perus). These areas contain about 25 percent of the population. The infant mortality rates are in most cases twice the municipal average of 48 per 1,000 live births in 1982.

Apart from a wealthy fraction of 1 percent in the city's business center, the majority of the population lives somewhere between these two extremes, both in terms of geography and in living conditions.

Santo Amaro, Sao Paulo's largest district, is a good example. It contains 9.3 percent of the municipal population and is partly middle class. But it also has a deficient infrastructure and high infant mortality rate. Only 35 percent of the residences are connected to the general sewer system and there were 90 infant deaths for every 1,000 live births in 1981.

Population Growth

Greater Sao Paulo's population grew an average of 4.5 percent a year during the 1970s, down slightly from a peak of 5.9 percent a year in the 1950s.

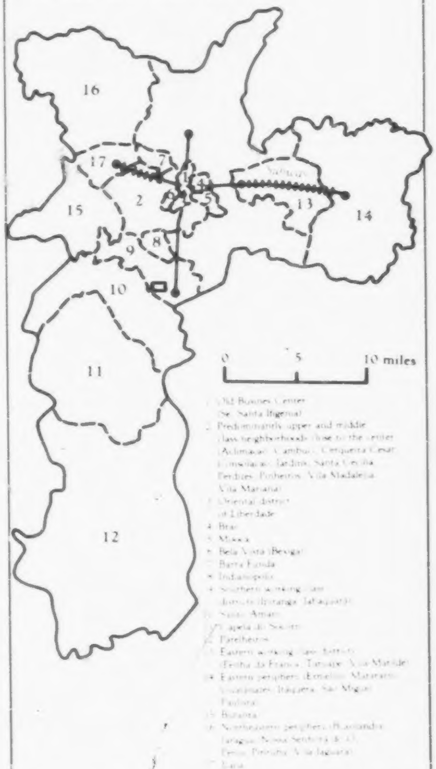
The central city has a current growth rate of about 3.7 percent a year, with the increase concentrated mainly in the southern and eastern districts that are removed from the city center and where land prices are still relatively low.

Land speculation is common. It is estimated that about 42 percent of the urban area of the municipality of Sao Paulo deliberately is kept undeveloped in order to push up land prices. According to some, this is one reason why its population density (now about 16,500 people per square mile) is so much lower than that of cities like Paris or London.

There are already signs of physical saturation. One is that the municipality is expanding at a slower rate than the metropolitan area as a whole, a trend that started in 1940. As a consequence, the proportion of inhabitants of Greater Sao Paulo who live in the central municipalities (Sao Paulo and Osasco) has gradually decreased from 85 percent in 1940 to 71 percent in 1980.

In some of the fastest growing municipalities (Embu, Itapevi, Jandira), the increase of population does not seem to be based on new economic opportunities. It merely expresses the expulsion of the low-income

Principal Districts and Subdistricts of the Municipality of Sao Paulo


16
17
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15
2
5
13
14
8
9
10
11
12
0
5
10 miles
1 Old Business Center (Se, Santa Ifigenia)
2 Predominantly upper and middle class neighborhoods close to the center (Aclimacao, Cambuci, Cerqueira Cesar, Consolacao, Jardins, Santa Cecilia, Perdizes, Pinheiros, Vila Madalena, Vila Mariana)
3 Oriental district of Liberdade
4 Bras
5 Mooca
6 Bela Vista (Bexiga)
7 Barra Funda
8 Indianopolis
9 Southern working class districts (Ipiranga, Jabaquara)
10 Santo Amaro
11 Capela do Socorro
12 Parelheiros
13 Eastern working class districts (Penha da Franca, Tatuape, Vila Matilde)
14 Eastern periphery (Ermelino Matarazzo, Guaianazes, Itaquera, Sao Miguel Paulista)
15 Butanta
16 Northeastern periphery (Brasilandia, Jaragua, Nossa Senhora do O, Perus, Pirituba, Vila Jaguara)
17 Lapa

Population of the Municipality and the Metropolitan Area of Sao Paulo by Age and Sex: 1980

	Municipality			Metropolitan Area		
Age	Total	Male	Female	Total	Male	Female
All Ages	8,493,226	4,150,555	4,342,671	12,588,725	6,222,928	6,365,797
0-4	983,615	498,605	485,010	1,545,173	783,913	761,260
5-9	809,941	408,303	401,638	1,284,354	648,165	636,189
10-14	750,167	373,172	376,995	1,175,943	587,086	588,857
15-19	854,973	412,366	442,607	1,284,327	624,702	659,625
20-24	976,152	485,806	490,346	1,423,877	713,087	710,790
25-29	878,559	434,382	444,177	1,285,747	643,155	642,592
30-34	694,286	341,729	352,557	1,021,363	511,022	510,341
35-39	530,347	259,148	271,199	778,267	387,827	390,440
40-44	465,035	227,330	237,705	671,358	335,017	336,341
45-49	387,825	186,326	201,499	545,712	266,895	278,817
50-54	355,438	168,196	187,242	488,576	235,134	253,442
55-59	262,884	123,202	139,682	358,663	170,678	187,985
60-64	192,478	86,300	106,178	261,313	119,371	141,942
65-69	146,004	63,924	82,080	195,412	87,300	108,112
70+	200,335	79,110	121,225	260,339	105,226	155,113
Age Unknown	5,187	2,656	2,531	8,301	4,350	3,951

Source: Fundacao IBGE, Censo Demografico de 1980 population from areas of rising rents and land prices toward the peripheral municipalities where it is easier to buy or occupy some land for construction of a shack or even a small home.

A similar process of decentralization is also occurring in the State of Sao Paulo, but there the underlying cause is clearly company decisions to seek more desirable locations.

During the 1970s, cities such as Campinas, Jundiai, Sorocaba, Cubatao, and Sao Jose dos Campos, all within a 65-mile radius of Sao Paulo, have grown at least as fast as the metropolitan area, attracting many new economic activities. Campinas and Sao Jose dos Campos have become the preferred locations of several firms including Alpargatas, Bosch, Clark, Ericsson, General Motors, Johnson & Johnson, Kodak, Monsanto, Mercedes Benz, National, Philips, Rhodia, Petrobras — the Brazilian government-operated oil company, and the Embraer airplane factories.

Households, Fertility, Mortality

Mortality plays a minor role in the population trends of Sao Paulo. Fertility is now slowly becoming the dominant factor in its natural increase.

Life expectancy at birth for the metropolitan area was 67 years in 1980. Infant mortality, which had registered a worrisome increase from 61 per 1,000 live births in 1961 to 95 in 1973, has resumed its downward trend since then mainly because of expanded vaccination schemes, extension of public water supplies, food supplements for pregnant women and children, and an increase in the number of neighborhood health clinics.

The preliminary estimate for 1983 is 42 infant deaths per 1,000 live births, implying that, for the first time since 1967, the infant mortality rate of Greater Sao Paulo has once again fallen below that of the state.

Sao Paulo displays characteristics of both developed and underdeveloped areas in its causes of death. The three most common causes of adult mortality are similar to those of the United States — heart diseases, cancer, cerebrovascular diseases. The frequency of deaths from pneumonia, and from diarrhea, especially among young children, is more characteristic of a developing country. A sign of the increasing violence in the city is the rise of murder as a cause of death. It is now the seventh most common cause of adult death, and is first among men between the ages of 15 and 29, accounting for 31 percent of all deaths in 1980.

Fertility and family size are declining in both Brazil and Sao Paulo. The average family size in 1980 was 3.9 people for the metropolitan area and 3.8 people for the City of Sao Paulo, down from 4.3 and 4.1 respectively in 1970. Nuclear families are about 82 percent of the total; extended families form another 15 percent, and 3 percent are considered "composed," i.e., made up of individuals, some of whom are not related by family ties.

Because the extended and composed families are, on average, larger than nuclear families, they represent more individuals. About 31 percent of the population lives in composed families.

The nuclear pattern is typical of the more industrial regions of Brazil, but different from the Northeast where only 72 percent of families are nuclear. Most households (84 percent of 2.9 million in 1981) are headed by men, but the proportion of households headed by women has increased by 2 to 3 percent since 1976.

The average number of children a woman will bear is 3.3 in the metropolitan area and 3 in the city, low compared with the Brazilian national average of 4.2 children.

According to a 1978 survey, 60 percent of the women use some form of birth control. The most common methods are the pill (27 percent) and sterilization (15 percent).

Despite declining fertility, the birth rate of the metropolitan area has increased from 26 in 1970 to 30 in 1980 because of the changes in the age structure that are associated with migration.

The median age of the residents of Sao Paulo is older than in Brazil as a whole. The median age in Brazil is 20.8 years. In the municipality of Sao Paulo, it is 24.3, and in the metropolitan area, it is 23.5 years.

Greater Sao Paulo has fewer people in the retirement ages, however, than Brazil as a whole. In Brazil, 4.4 percent of the population is retirement age. In Greater Sao Paulo, 3.7 percent of the people are of retirement age, compared with 11 percent of the U.S. population.

Migration

Since the end of the 19th century, the driving force behind population growth in Sao Paulo has been migration. Early in the century, migrants came from outside Brazil, but since the 1930s, migration has been almost exclusively internal.

During the 1940s, migration was the direct cause of about 70 percent of the growth. By the 1970s, migrants accounted for only about half the growth of the metropolitan area. Of the 5.6 million Brazilians who moved during the 1970s, 2.3 million had Greater Sao Paulo as their destination. By 1980, these new residents were 27 percent of the population.

In eight municipalities, half the residents had lived there fewer than 10 years. They were Embu, Francisco Morato, Jandira, Carapicuiba, Diadema, Santano do Parnaiba, Rio Grande da Serra, and Itaquaquecetuba. Not surprisingly, all these, with the exception of Santana do Parnaiba, grew more than 9 percent annually during the 1970s.

Within the city center, some neighborhoods are as much as 30 percent migrant. This is true of the old business center and the subdistricts of Bela Vista, Cerquira Cesar, Consolacao, Liberdade, and Santa Cecilia. Although the latter are predominately middle class neighborhoods, they are interspersed with "corticos," old dilapidated residential homes rented on a one family-per-room basis. Unlike the case of Rio de Janeiro, where recent migrants usually end up in the "favelas," or shantytowns, the first stop of new arrivals in the Sao Paulo area tends to be in these corticos of the central districts.

On the whole, about 43 percent of migrants to the metropolitan area are from the Northeast. Many are men trying out their luck in the developed South while their families remain in the Northeast. The labor force employed in the construction of public works such as the subway in the City of Sao Paulo typically is composed of about 60 percent unskilled migrants from the Northeast.

Ethnicity, Race, Religion

Although international migration is no longer a major component of the area's population growth, it has left its imprint on the ethnic and cultural mix of the State and the City of Sao Paulo, which have an estimated 150 foreign communities.

According to the 1980 census, the overwhelming majority — 96 percent — of the population of Greater Sao Paulo was born in Brazil. The largest number of foreign nationals are Portuguese who have a special legal status in Brazil that makes their immigration easier. Other groups of some size are the Japanese, Italians, Spaniards, and Germans. There are about 3,600 U.S. citizens living in Greater Sao Paulo.

The nearly 1 million Italians who entered Brazil between 1880 and 1940 decisively influenced the atmosphere of neighborhoods such as Bela Vista and Bras. The Japanese (about 175,000 in the same period) influenced the Liberdade district. Together with others in the State of Sao Paulo, the Japanese form the largest Japanese community outside Japan. Persons of Asian origin were 2.6 percent of the population of Greater Sao Paulo in 1980.

The overwhelming majority of the Sao Paulo population is Roman Catholic. Even so, more than 200,000 people claimed Eastern religions on the 1980 census. Not all were of Japanese descent. One interesting aspect of Brazilian culture is that religious and cultural practices frequently transcend ethnic boundaries.

This is especially true of African spiritualist beliefs which were brought to Brazil by the slaves. There were about 150,000 registered followers in the 1980 census of Sao Paulo, many of whom are white and middle class. In recent years, the most important religious trend has been the growing importance of several Protestant creeds, most notably Pentecostalism, which is especially prevalent in Sao Paulo. In 1980, there were 1.8 million Protestants in the State.

Despite some cultural diversity, on the whole Brazilian society is culturally and linguistically homogeneous and ethnic or religious conflicts are unusual. Ethnic segregation exists to some extent in the case of the black population, but it is based more on class than skin color. Blacks are 4.7 percent of the population. People of mixed descent are 21.4 percent of the population of the metropolitan area. The proportions were lower in typical middle and upper class neighborhoods such as Jardins, which was 3 percent black and 7.2 percent mixed; or Perdizes, 2.4 percent black and 6.4 percent mixed.

Even in these neighborhoods, however, many of the latter are probably domestic servants living with their employers, a phenomenon especially common in the district of Jardins, which has the highest proportion of resident servants in Sao Paulo.

The distinction between rich and poor dominates social class regardless of color. In this sense, the poor migrant from the Northeast, usually white or of mixed descent, is likely to be at least as marginal in urban Sao Paulo as a black native.

Housing

A substantial portion of the Brazilian population cannot afford formal housing. Although apartment rents and real estate prices in Sao Paulo are low compared with large North American cities, they are beyond the buying power of many working class families.

Median rents in modest working and lower-middle class districts such as Bras and Tatupe are about $93 and $55 per month, respectively. Minimum wage per month is about

Municipalities of Greater Sao Paulo, with their Populations, Population Densities, Annual Growth Rates, Infant Mortality Rates, and Median Incomes: 1980

Municipality	Population in 1980	Population Density in 1980	Annual Rate of Population Growth 70/80	1982 Infant Mortality Rate	Median Income of All Income Earners
Aruja	17,484	552 sq. mi.	6.2%	72/1,000	1.73 m.w.
Barueri	75,336	3,047	7.1	53	1.88
Biritiba Mirim	13,577	91	4.7	54	1.43
Caieiras	25,152	614	4.9	67	2.07
Cajamar	21,941	424	7.8	41	1.85
Carapicuiba	185,816	10,933	13.2	84	1.35
Cotia	62,952	487	7.4	45	2.00
Diadema	228,660	24,996	11.2	97	1.97
Embu	95,800	3,263	18.1	65	1.87
Embu Guacu	21,043	272	7.4	56	1.53
Ferraz de Vasconcelos	55,055	6,479	8.2	125	1.78
Francisco Morato	28,537	2,548	9.8	75	1.68
Franco da Rocha	50,801	849	8.4	57	2.14
Guararema	15,103	166	3.8	43	1.35
Guarulhos	532,726	4,044	8.3	48	2.08
Itapecerica da Serra	60,476	458	11.1	85	2.37
Itapevi	53,441	1,412	6.8	100	1.77
Itaquaquecetuba	73,064	1,819	9.6	92	1.71
Jandira	36,543	5,732	11.2	72	1.85
Juquitiba	12,492	57	5.6	73	1.29
Mairipora	27,541	230	3.5	98	1.56
Maua	205,740	6,829	7.3	64	2.16
Mogi das Cruzes	197,946	684	3.6	57	1.94
Osasco	474,543	18,336	5.3	74	2.26
Pirapora do Bom Jesus	4,804	164	2.6	93	1.90
Poa	52,783	9,761	5.2	94	1.79
Ribeirao Pires	56,532	1,331	6.9	55	2.20
Rio Grande da Serra	20,093	1,858	9.1	61	1.70
Salesopolis	10,653	67	1.1	38	1.71
Santa Isabel	29,017	204	5.4	67	1.83
Santana do Parnaiba	10,081	154	6.5	96	1.74
Santo Andre	553,072	9,885	5.8	42	2.66
Sao Bernardo do Campo	452,602	3,454	7.8	54	3.34
Sao Caetano do Sul	163,082	17,592	0.8	24	2.87
Sao Paulo	8,493,226	14,727	3.7	48	2.48
Suzano	101,056	1,422	6.2	61	1.85
Taboao da Serra	97,655	10,992	9.4	38	1.95

Note: 1 m.w. = 1 minimum wage = roughly 50 dollars/month

Sources: *Fundacao IBGE, Censo Demografico de 1970 e 1980*
Fundacao SEADE, Anuario Estatistico de Sao Paulo, 1983
Fundacao SEADE, Sistema de Informacoes Municipais (SIM)

Economic Activity of the Employed, by Sex: Greater Sao Paulo, 1980

Type of Activity	*Males*	*Females*	*Total*
Agriculture, Forestry and Fishing	35,187	6,231	41,418
Manufacturing Industries	1,471,450	519,513	1,990,963
Building and Construction	360,802	11,371	372,173
Other Industrial Activities	53,000	8,966	61,966
Commerce	435,963	179,903	615,866
Transport and Communication	244,978	26,164	271,142
Services	531,070	573,548	1,104,618
Social Services	120,522	255,851	376,373
Public Administration and Defense	124,099	48,317	172,416
Other Activities	190,413	107,205	297,618
Total	3,567,484	1,737,069	5,304,553

Source: Fundacao IBGE, Censo Demografico de 1980

$50 and income statistics are couched in terms of the minimum wage. Such housing is inaccessible to about 13 percent of the city's families — those whose incomes are less than 2 minimum wages.

Similarly, land prices make it increasingly difficult for working class families to build or buy their own homes. The National Housing Bank, established to integrate this segment into the housing market, has not managed to do so. The present financial crisis will probably make homeownership even more inaccessible to this segment.

The 1980 census counted 3 million dwellings in the metropolitan area. Over 99 percent were considered permanent, to distinguish them from improvised accommodations such as cardboard boxes. Rented homes were most common in the larger industrial cities such as Sao Caetano, Sao Paulo, Diadema, and Osasco. Homeownership averaged 53 percent, varying from 35 percent in Guararema to 66 percent in Francisco Morato and 65 percent in Carapicuiba.

These numbers must be interpreted with caution. Homeownership is not necessarily a sign of wealth. In the City of Sao Paulo, for example, with about 2 million permanent housing units, the percentage of owner-occupied homes is low in the old working class districts such as Bela Vista, Bras, Consolacao and Liberdade. It is high in the most prosperous neighborhoods, like Jardins, Lapa, and Perdizes, but also in the most depressed districts of the periphery, such as Butanta, Capela do Socorro, Perus, and Itaquera. The latter have such makeshift housing, and even though the owners may have built their homes with their own hands, they frequently do not have a title to the land on which they live. As soon as the area comes under development and land prices begin to rise, they may have to move elsewhere to occupy a new piece of land, even farther away from the center.

Despite improvements in the urban infrastructure in the past 25 years, 48 percent of the housing units in the Greater Sao Paulo area are still considered substandard.

The number of homes served by running water increased from 52 percent in 1960 to 88 percent in the metropolitan area and 92 percent inside the municipality in 1980. In 1980, the sewer system reached 53 percent of the homes in the metropolitan area and 58 percent of those in the municipality. In the periphery, however, these services still leave much to be desired. Running water is available in 99 percent of all homes in the districts of Aclimacao, Jardins, and Perdizes, but in only 30 percent of the homes of the Capela do Soccoro district. And while 99 percent of the residences in Aclimacao are connected to the general sewer system, only one-third of the homes in Capela do Socorro are connected.

Between 4 and 10 percent of the population continues to live in the "favelas," or slums, a problem that shows no sign of abatement. The percentage of people living in the slums increased during the 1970s and the average number of people per slum dwelling increased from 4.9 in 1973 to 5.5 in 1980. The average income of slum families increased from 1.2 minimum wages in 1973 to 2.2 minimum wages in 1980. According to Brazilian housing specialists, the slum is increasingly the only housing option for a substantial portion of the urban population.

Education

Sao Paulo trains and attracts a large number of professionals. It is estimated, for instance, that in 1974 more than a quarter of Brazil's doctors could be found in the Greater Sao Paulo area. The City of Sao Paulo has four universities, two private and two public, with a 1981 staff of 9,185 and enrollment of 61,346.

The 1980 census counted 403,520 people with higher education in the metropolitan area, 4 percent of the population over age 10. Of these, 13,200, or 3 percent, had advanced degrees. Twenty-two percent of the university-educated population of Brazil lives in the Sao Paulo area.

Of the population over age 10, 26 percent of people in Sao Paulo have completed one of the two stages of secondary education. The national average is 17 percent.

Sixty-six percent of the Sao Paulo population has completed elementary education, whereas only 47 percent of the national populace has done so.

The average number of years of schooling among the inhabitants of Greater Sao Paulo over age 5 was 4.7 compared to the national average of 3.4. Nevertheless, the literacy rate of the metropolitan area (84 percent) is not among the highest of Brazil. While higher than the national figure of 74 percent, it is lower than that of some states in the South such as Rio Grande do Sul and Santa Catarina, which traditionally have more literate populations, even in the rural areas. One reason is the large number of migrants from the less developed Northeast who have moved to Sao Paulo. Within the metropolitan area, the municipality with the highest literacy rate is Sao Caetano do Sul at 90 percent.

Middle class parents tend to send their children to private schools. The student/teacher ratio in the metropolitan area of Sao Paulo is 35 for the first four grades of the municipal schools, and 34 for the state schools, but only 25 for the private schools. At the secondary level, where private schools account for as much as 40 percent of all enrollments, there are 14 students per teacher in municipal schools, 17 in state schools, and 13 in private schools.

Transport

Middle class people prefer private cars while the working population depends on buses, suburban trains, and the subway to get to and from work. This is all the more true since the poorest segments of the population typically live furthest away from the city center and often spend several hours each day on crowded buses and trains.

Buses are the most important means of public transit within the City of Sao Paulo, with about 1.3 million passengers transported on 600 lines each day. Next is the subway, which carries just under a million passengers, and then suburban trains, which transport 380,000 people a day. About 34,000 taxis circulate in the city. About a third of the fleet runs on alcohol.

The Metropolitan Airport of Congonhas moved 5.5 million domestic

Possession of Consumer Durables for Households in Permanent Dwellings in the Metropolitan Area and Selected Districts of the City of Sao Paulo.

Area or Municipality	*Households*	*Electricity*	*Radio*	*Refrigerator*	*TV B&W*	*TV Color*	*Private Car*	*Telephone*
		Percentage of Households in the Possession of						
Sao Paulo	2,062,196	98%	89%	83%	49%	41%	37%	28%
Osasco	108,797	97	83	75	61	25	29	10
Northwest	64,552	96	81	63	65	14	18	4
West	32,625	95	82	59	63	14	19	10
Southwest	63,028	93	82	59	64	12	18	8
ABC	273,885	97	89	86	42	45	44	30
Diadema	52,364	97	81	63	66	16	19	7
Rest Southeast	62,769	96	84	69	64	21	23	10
Mogi das Cruzes	44,115	94	85	68	56	29	32	17
Poa & Suzano	33,334	94	84	64	59	21	22	13
Rest East	35,254	89	81	54	61	11	15	8
Guarulhos	119,785	96	84	72	60	25	30	9
Aruja & S Izabel	10,371	84	83	49	55	14	24	10
North	28,250	90	84	62	62	17	22	10
(Sub) district								
Aclimacao	15,906	99	94	94	27	69	58	63
Barra Funda	8,713	99	91	90	37	56	40	51
Bela Vista	25,493	99	93	93	34	59	43	59
Bras	12,393	99	88	80	43	46	29	37
Brasilandia	38,897	98	83	68	68	15	18	5
Butanta	73,591	96	87	80	46	41	42	33
Cambuci	13,870	98	94	93	31	65	51	53
Capela do Soc	103,705	96	83	67	64	17	21	7
Cerqueira Cesar	19,709	99	95	96	19	75	66	81
Consolacao	25,008	99	92	94	31	63	46	68
Indianopolis	21,802	99	97	97	18	80	77	73
Ipir. & Jabaquara	108,555	98	90	85	47	44	39	25
Jaquara	17,436	98	90	89	50	42	42	21
Jardins	46,849	99	96	97	17	80	75	82
Lapa	34,597	98	94	95	29	67	58	54
Liberdade	21,610	98	90	88	41	50	32	44
Mooca	8,858	100	92	88	34	60	44	45
Nsa Sra do O	41,511	98	88	84	59	32	34	14
Old Center	14,956	99	90	89	44	49	25	48
Penha	36,431	99	93	92	47	49	39	25
Perdizes	34,886	99	96	96	22	75	68	72
Pinheiros	12,309	99	95	97	23	73	65	73
Pirituba	28,092	99	89	86	58	34	36	14
Sta. Cecilia	26,210	100	93	94	28	67	48	69
Sto. Amaro	177,873	97	85	71	58	26	29	16
Tatuape	69,832	99	93	91	42	53	46	29

Source: Fundacao IBGE, Censo Demografico de 1980 and 895,000 international passengers in 1982 on 131,000 flights. Because of undercapacity and poor weather conditions, Sao Paulo also makes use of the Viracopos Airport near Campinas, 60 miles to the northeast. Its distant location means that it moves only about 400,000 passengers, but it is important for cargo and mail. A new Metropolitan Airport is under construction in the municipality of Guarulhos.

Labor Force and Income

Sao Paulo accounts for 18 percent of Brazil's entire manufacturing production. Manufacturing accounts for about three-quarters of the city's total industry. Nearly 38 percent of the economically active population of Greater Sao Paulo works in manufacturing. The service sector accounts for nearly 54 percent of employment for the economically active.

Considering just the central city, about 41 percent are employed in industry, and 58 percent in services. Several municipalities have more than 50 percent of their economically active population in manufacturing: Caieiras, Cajamar, Diadema, Maua, Santo Andre, Sao Bernardo, and Sao Caetano; whereas Pirpora do Bom Jesus and Salesopolis have the lowest shares. Because of the historical strength of heavy industry, the ABC cities are the home of Brazil's strongest labor unions — those of the metal workers.

Women are one-third of the metropolitan labor force, somewhat more than the national figure of 27 percent. While female labor force participation rose an estimated 11 percentage points between 1973 and 1977, only part of this increase is explained by expanded career opportunities for women.

It is not unusual to see women in professional positions, but the majority of women are employed as domestic servants. In Brazil, the number of resident domestic servants per 1,000 families is probably the most sensitive indicator of upper and middle class status. In the municipality of Sao Paulo, the 10 highest-scoring neighborhoods on this unconventional index are Jardins (317), Cerqueira Cesar (308), Indianopolis (223), Pinheiros (196), Consolacao and Ibirapuera (185), Vila Mariana (180), Vila Madalena (176), Perdizes (168) and Santa Cecilia (152).

The per capita income of Greater Sao Paulo is growing more slowly than that of Brazil as a whole — 41 percent during the 1970s compared to 70 percent in Brazil as a whole. Nevertheless, incomes in the area are comparatively high. In 1980, 21 percent of all income earners in the area had incomes over 5 minimum wages (1 minimum wage equals about $50 per month), compared to 12 percent of all Brazilian income earners.

The largest difference exists in relation to those receiving less than the legal minimum. Because of the more regulated character of Sao Paulo's economy, this segment accounts for only 14 percent of all earners, but in the Brazilian economy as a whole, it represents exactly one-third.

The median income is 2.32 minimum wages in the metropolitan area as a whole, but this, of course, varies considerably among the neighborhoods of the city.

Median incomes exceed 4 minimum wages in middle class districts like Aclimacao, Barra Funda, Cerqueira Cesar, Consolacao, Indianopolis, Jardins, Paa, Perdizes, Pinheiros, and Santa Cecilia, as well as in the central business district; whereas the peripheral district of Brasilandia has 1.82 minimum wages as its median.

According to labor union statistics, the real value of the minimum wage was reduced by more than 50 percent between 1959 and 1973, a claim partially supported by official sources. Between 1973 and 1982, the situation improved somewhat, but with the arrival of the economic crisis in 1981-82, wages in general have dropped sharply.

According to a recent U.S. Department of Labor study, the wage in Brazilian industry fell from an average of $2.47 per hour in 1981 to $1.68 in 1983.

Another study by Price Waterhouse consultants confirms that between February 1979 and February 1984, salaries of executives in the Rio de Janeiro-Sao Paulo area deteriorated 5 to 10 percent depending on the job level.

At present, the impact of the economic crisis is especially strong in more recently industrialized areas such as Sao Paulo which is simultaneously plagued by import restrictions on prime materials and vital technology, skyrocketing interest rates, and more than 200 percent inflation per year. Employment in the metropolitan area reached its peak in 1980, having increased 60 percent over the 1970 figure, but in 1982 it had already fallen by nearly 13 percent compared to 1980, a trend which continued in 1983.

Consumption

It is estimated that families earning up to 3 minimum wages, about a quarter of those in the metropolitan area, spend 48 percent of their income on food.

The slight improvement in the minimum wage between 1973 and 1982 has probably made little difference in the budgets of these families because the prices of basic items such as food and transport have increased more rapidly than the general consumer price index.

Nevertheless, the widespread possession of consumer durables such as radios, color televisions, and refrigerators indicates that a substantial number of these items must have been bought by consumers with relatively modest incomes.

In the metropolitan area as a whole, the 1980 census confirmed that 88 percent of the households had a radio, 79 percent had a refrigerator, 37 percent a color TV, and 35 percent a car. While the private car is a widespread amenity, especially among the middle class, it is rarely used for long distance travel because gas prices are prohibitive.

The rarest item is the telephone, found in only 24 percent of households. It is not only fairly expensive ($400 to $750 for installation), but also available only on a limited basis due to physical restrictions of the infrastructure.

Sources of Information

Most statistical material on the metropolitan area of Sao Paulo is in Portuguese. Those interested in obtaining more detailed information can write to the Statistical Division of the State Planning Agency (SEADE), Avenida Casper Libero 464, 01033 Sao Paulo SP, Brazil, or to the author (11th floor, same address).

Among the SEADE's publications are a detailed statistical yearbook of the State of Sao Paulo (ISSN 0100-8730) and a series of regional demographic analyses of the administrative regions. The one on Greater Sao Paulo by Ana Maria Goldani Altmann, from which much of the data in this article was drawn, will be published later this year. Furthermore, SEADE publishes two monthly leaflets, usually in Portuguese, but occasionally in English, with current developments of the principal demographic and economic indicators. A summary of the most relevant statistics on the metropolitan area was published in 1980, by the Metropolitan Planning Company of Greater Sao Paulo (EMPLASA) and can be obtained by writing to the author at SEADE.

The Fundacao IBGE, the Brazilian ~~census~~ bureau, located at the Avenida Franklin Roosevelt 166, Rio de Janeiro, publishes most statistical material on Brazil, some of which is relevant to the metropolitan area of Sao Paulo. Much of this material is available at the U.S. Bureau of the Census. Contact the U.S. Census Bureau specialist on Brazil, Linda Peterson, (301) 763-4086.

Further references to materials available within the United States are found in the profile on Brazil published in May 1982 in *International Demographics* (Vol. 1 No. 2). ●

Ralph Hakkert

The author wishes to acknowledge the assistance of and offer thanks to Carlos Tisseki Gondo who helped prepare several of the tables and assorted statistics that appear in this article.

Publications

Women in the Cities of Asia: Migration and Urban Adaptation, edited by James T. Fawcett, Siew-Ean Khoo, and Peter C. Smith, 1984, Boulder: Westview Press, 406 pp., $22.00. Order from Westview Press, 5500 Central Avenue, Boulder, CO 80301.

Education is an important factor in the increased migration of women in Asia from farms to the cities. Better educated women are the ones most likely to move to the cities and educational facilities are also more likely to be available in the cities. But what is meant by "better education" in this case is not the same as in the Western world. Rather than a college education, it more likely means that women who have a primary school education are the ones who move to the cities.

Another reason for the migration trend is that the jobs in light labor-intensive industry such as microelectronics production and textiles are appropriate for these young, more literate women. Many young, single women are also employed as service workers or domestics and prostitution is a common form of work for single women in some of these countries.

In a concluding chapter the editors write, "The woman's financial contribution to her family's resources and the link she can provide in the city for new arrivals from the village enhance her status within the family. For many young Asian women, earnings from jobs in the city bring new and greater personal freedom from parental control in their consumption and marriage patterns. It is for reasons such as these that the young female migrants, despite their limited options for employment in the cities, continue to move there to work in low-status jobs in the informal service and manufacturing sectors."

Researchers who are trying to understand the effect on the marketplace of the changing roles of women in Asian countries will find that this collection of essays offers some interesting insights.

From Bonsai to Levis (When West Meets East: An Insider's Surprising Account of How the Japanese Live), by George Fields, 1984, New York: Macmillan Publishing Company, 224 pp., $14.95.

This book was originally written in Japanese and after it became a best-seller in Japan it was translated into English. It looks beyond Eastern business and management techniques to examine how the Japanese culture influences contemporary day-to-day life.

The author, George Fields, has for 20 years run one of Japan's largest consumer research companies, ASI Market Research, whose clients include such multinationals as General Mills and Levi Strauss. Fields is well-acquainted with the cultural elements that distinguish the Japanese consumer market from the Western market.

Fields reveals, among other insights: why Japanese don't relax on a trip overseas, why the Japanese shower before taking a bath, why a gift's wrapping is as important as the gift itself, and the importance of pilgrimage in a nonreligious society.

The World of International Benefits: A Guide to Sources, 1983, 1984, Southport, CT: Interben Publications, Inc., 48 pp., $25. Order from Interben Publications, Inc., P.O. Box 896, Southport, CT 06490.

This booklet is designed as a summary of activities in international benefits during 1983. It serves as a source book, rather than a synopsis of actual changes that took place in administering international benefits. For example, chapter one lists the 11 countries where major statutory changes in benefits took place in 1983. It is up to human resource planners to determine how those changes might affect personnel in their own companies.

Besides statutory and company changes in 1983, the booklet also includes information about databases, newsletters for international benefits, trade publications, articles, speeches at the main conferences of 1983, and books on benefits. Subscribers to *Interben* will have already received their free copies. ●

Regions

Asia

New Newsletter

Asia Cable, a new newsletter of "Pacific Rim News and Analysis" is published every two weeks from Lake Oswego, Oregon. It includes information and analysis of business, economic, cultural, and political trends that will have an impact on the countries of the Pacific Rim. Regular subscription price is $159 a year. For information, write *Asia Cable*, P.O. Box 307, Lake Oswego, OR 97034. To subscribe, call toll-free, 800-321-4869.

Mongolia

The total population of Mongolia is about 1.8 million. In 1981, 51 percent of the population was living in urban areas compared to 22 percent in 1956. In 1982, nearly half of the population was aged 17 and under.

South Korea

The South Korean government would like to reduce its annual rate of population growth to about 1.5 percent by 1986. The estimated 1982 population of 39.3 million will reach 41.8 million in 1986, an increase of about 6 percent. The population goal set in the Five-Year Economic and Social Development Plan (1982-1986) assumes that population replacement level will be achieved by 1988. If that happens, South Korea's population size should stabilize at about 61.3 million in 2050.

Viet Nam

Viet Nam now ranks as the world's 13th largest country in population. It has 57 million people. About 1.5 million people emigrated from the country from 1975 to 1982.

Part of the five-year plan, which calls for increased food production and self-sufficiency, is to reduce the annual population growth rate to 1.5 percent through the National Family Planning Program.

One of the government's most important efforts has been a large-scale population redistribution from urban areas to the less densely inhabited provinces. New economic zones have been set up in these areas to help new residents become self-sufficient as soon as possible.

Viet Nam will have about 50 percent population growth by the end of this century. Assuming that fertility drops from the present five children per woman to two children per woman by 2010, the population could be at the 130 million mark by 2050.

Editor's Note: This section summarizes recent notes from Population Headliners, *issued by the Division of Population at ESCAP.*

Oceania

Australia

Women over age 75 are the fastest growing segment of the Australian population. About 100 years ago, Australian women could expect to live to age 51. Now they can expect to live to age 78. Maternal and infant mortality are low by world standards and still declining. In addition, women are marrying later and postponing childbearing, making the trends in Australia very similar to those in the United States. In 1981, more than 57 percent of all births occurred among women aged 25 to 34. Large families have declined and about 80 percent of married couples now have at least one child.

Latin America

Puerto Rico

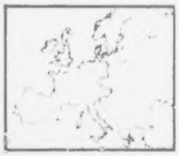
The number of Puerto Rican housing units with electric lights increased 43 percent between 1970 and 1980, from 658,856 in 1970 to 944,427 in 1980.

This is just one fact available from *Detailed Housing Characteristics: Puerto Rico*, based on sample data collected in the 1980 census. The 93-page report contains information on occupancy, plumbing, structural and financial characterics of housing units in Puerto Rico as a whole, places of 2,500 or more people, and municipalities.

Monthly housing costs for Puerto Rican homeowners with a mortgage were lower than for the U.S. as a whole in 1980, according to the report. Twenty-seven percent or 151,103 of 559,281 homeowner units had a mortgage. Homeowners with a mortgage reported median monthly housing costs of $206 while homeowners without a mortgage reported median costs of $42, compared with $366 and $128 respectively for the United States. These costs include mortgage payments, real estate taxes, insurance, utilities, and fuels.

In 1980, 16 percent of year-round housing units in Puerto Rico had air conditioning. The number of households living in single-family homes grew by 33 percent in the 1970s while households in multi-unit structures grew 65 percent. The number of households living in mobile homes or trailers increased by over 100 percent.

Copies of *Detailed Housing Characteristics*, HC80-1-B53A (GPO Stock No. 003-024-02742-9) are available for $4.00 prepaid from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.



Europe

United Kingdom

Nearly 40 percent of the households in the United Kingdom do not yet own a freezer, so although dollar sales of frozen foods have been increasing at a rate of almost double that of other food sales, there is still potential for growth.

A new report from Mintel Publications, Ltd. in the United Kingdom, includes an analysis of freezer ownership in the U.K., information on consumer attitudes toward frozen foods and frequency of frozen food purchases, as well as data on advertising trends and promotions.

The report, called "Frozen Food," is available from Business Trends Analysts, Inc., 2171 Jericho Turnpike, Commack, NY 11725, at a cost of $600.

West Germany

English accounts for nine-tenths of all foreign language courses taught in West German schools and language professionals in Germany think that is too much.

Weigand Pabsch, deputy director of the culture department of the foreign office, said that 5.8 million secondary students studied at least one foreign language in 1982. Over 5 million were enrolled in English courses, 1.4 million in French, 30,000 in Spanish, and 25,000 in Russian classes. Italian courses had only a few thousand students, while all other foreign languages including the Slavic, Arabic, and Oriental languages, were still less popular.

Cable TV

By the end of last year, one-third of the 1.8 million West German households that had cable television available had subscribed. The Ministry of Post and Telecommunications, which provides the cable network, believes that the number of subscribers will double this year and triple by the end of 1986. Some 5.5 million households would then have access to satellite transmissions. ●

Dial-a-Village

In the age of satellites and laser-carried messages, 2.5 billion people have no access to a telephone or any other form of telecommunication. Over half the population of the globe has to travel many miles to raise the alarm in an emergency, to arrange a commercial deal or to inquire about a relative's health.

Most of these people live in the poor rural areas of the Third World. Ninety percent of the world's 550 million telephones are in the United States, Canada, Japan, Europe, and Australia, which together account for a fifth of the total population of the globe. Africa, Asia, and Latin America have only 55 million telephones, most of them in urban areas.

Experts estimate that it will take another 50 or even 100 years to link isolated rural areas into the communications network because of the large costs involved in extending lines to far-flung areas.

One solution may be to send messages up to a satellite and then retrieve them at the receiver's end. The International Telecommunications Union (ITU) reckons that a satellite-based system capable of giving everybody access to a telephone within a sensible distance from their homes would cost $1,260 million. This is equal to 5 percent of all the aid granted to Third World countries by industrial nations, or to the cost of a standard-size car factory, or half that of an oil refinery.

The advantage of a project "on the scale of our whole planet," as a recent ITU report put it, is that it allows economies of scale by mass producing the small earth stations and the mini-telephone exchanges. The production of the satellites could also be standardized.

But as the report also points out "ambitious projects do not always enjoy the success they deserve." So what is emerging is a regional and even sub-regional approach to telecommunications. In the Asia/Pacific region, Australia is willing to make available to its neighbors part of an Australian satellite to be launched in 1985. Indonesia's new satellite can work with smaller earth stations and is already being used by other Asian countries on a limited basis. The Arab countries will have their own satellite this year. And in Latin America, three countries have considered buying their own.

In Africa, a pre-feasibility study for an African Satellite Communications System has been carried out. Regional bodies like the Organization of African Unity, the Economic Commission for Africa, the African Development Bank and some international institutions have been involved in the preliminary discussions.

One of the problems of installing telecommunications in rural areas is that either there is no electricity or the supply is erratic. But this could be resolved by modern earth stations linked to a satellite that consume very little energy and can be solar-powered. The telephone sets could be voice or battery powered. This means that telephones could precede the installation of electricity in villages. Now the opposite is the case.

The telecommunications commission set up at a Commonwealth

Telecommunications Conference at Leeds Castle in the UK late last year also seems to be keen on exploring the satellite alternative. Their report, to be published in October this year, will outline the options for improving Third World telecommunications. Some financial help from a proposed revolving fund of around $3 billion will help get some of the proposals off the ground

Traditional arguments that telephones are a luxury that bring few economic returns to rural areas have been weakened by several recent findings. At the same time, the link between better communications and economic development has been firmly established.

Andrew Hardy of Stanford University found that in 15 industrialized countries and 37 developing countries, economic progress over a 14-year period has spurred the development of a telephone system that, in turn, stimulated growth. The contribution of telecommunications to economic development was greater in developing than in developed countries. Hardy's study suggested that an increase of one telephone per 100 people in countries with a density of 80 sets per 100 people contributed 0.01 percent to the gross domestic product — applied to the U.S. it contributed $283 million to the GDP in 1980. The gains for countries with 20 sets per 100 people were much higher: 0.09 percent.

The economic and social benefits of telephones for rural areas have also been confirmed by some country studies. A. Kamal of the University of Cairo studied 146 Egyptian villages with private telephones. He concluded that the economic benefit to users in terms of time and money saved compared to other means of communication was about 85 times higher than the costs. Even when only the time saved by using the telephone was taken into account, the benefit outweighed the cost by 36 to 1. The benefits were consistently higher in provinces further away from main cities.

That telephones are even more important for distant areas was also confirmed by a study by S.N. Kaul in rural regions of Andhra Pradesh in India. He also discovered that, contrary to the general belief, when a village telephone is available, even the poorest people are prepared to spend an important part of their monthly income in vital long-distance calls.

But even if rural communications are socially and economically important, the main problem is how to fund loss-making rural telecommunications. As the ITU study points out, it is inevitably more expensive to install and run rural telephones. But, it argues, investing in rural telecommunications has to be regarded as a development tool and should not be gauged by narrow financial considerations. •

—Maria Elena Hurtado

South Third World Media Syndication Service

1984 Development Report Focuses on Population Growth

Editor's Note; *The year's* World Development Report *from* The World Bank *features population growth. On July 11, the day the report was released in Washington, A. W. Clausen, president of The World Bank, spoke before the National Leaders' Seminar on Population and Development in Nairobi, Kenya. In anticipation of the World Population Conference scheduled to begin August 3 in Mexico City, his summation of his remarks seems especially relevant:*

"Ten years ago, at the World Population Conference in Bucharest, a debate raged about the relative merits of development and family planning programs as *alternative* ways of slowing population growth. It is now clear that the dichotomy is false. Accumulating evidence on population change in developing countries shows that it is the *combination* of social development and family planning that is so powerful in reducing fertility.

"But further fertility decline, and the initiation of decline where it has not begun, will not come automatically. In rural areas and among the less educated, desired family size will not be reduced much without sustained improvements in living conditions. The gap between the private and social gains of high fertility, itself the product of poverty, calls out for government action, especially in areas relating to women, that merit government action anyway.

"But measures to raise living standards do not quickly bring about fertility reductions. The need is to act now in education, primary health care, family planning, and improving women's opportunities, so as to bring a sustained decline in fertility over the long run. In the meantime, too many couples still do not benefit from adequate family planning services. Family planning programs, successful as they have been, have by no means reached their full potential. Action there will provide an immediate payoff.

"In concluding, let me stress the central message on population growth in the World Bank's *1984 World Development Report*.

"Economic and social progress helps slow population growth; but at the same time rapid population growth hampers economic development. It is therefore imperative that governments act simultaneously on both fronts. For the poorest countries, development may not be possible at all unless slower population growth can be achieved soon. In the better-off developing countries, continuing high fertility, especially among poor people, could prolong indefinitely the long wait for development to improve measurably the quality of their lives.

"No one would argue that slower population growth alone will assure progress. But the evidence in the *World Development Report* seems conclusive. Poverty and rapid population growth reinforce each other. Therefore, the international community has no alternative but to cooperate, with a sense of urgency, in an effort to slow population growth if development is to be achieved. But it must be slowed through policies and programs that are humane, non-coercive, and sensitive to the rights and dignity of individuals." •

New UNESCO Yearbook Reveals Growth in Electronic Media

Growth in television and radio use around the world has been dramatic since the middle of the 1970s. Even in countries considered to be relatively undeveloped radio and television are becoming an important part of cultural life.

One of the roles of the United Nations Educational, Scientific, and Cultural Organization is to document the existence of communications media around the world.

In February 1983, International Demographics used the 1981 edition of the UNESCO *Statistical Yearbook* to construct a table showing the number of radios and television in use in the 56 largest nations in the world.

The 1983 edition of the *Yearbook* has just been released with data for the 1981 use of televisions and radios. In some countries increases appear to be dramatic. We urge caution in using them as absolutes, however.

Where the data has changed from referring to the number of licenses to referring to the number of receivers per thousand people, it is shown by a change from an L to an R.

Not surprisingly, the largest increases in the number of televisions and radios are in some of the least developed countries. A few countries in Asia appear to have tripled the number of televisions and radios per capita, although in some cases, the differences between reporting licensing and receivers could skew the figures.

Attendance at cinema is included here because it is the primary entertainment in some countries where the electronic media are not yet as available and it is an important advertising outlet in some countries.

Besides the data given here, the UNESCO *Yearbook* also provides country-by-country data on education, science and technology, museums, libraries, translation of books, newspapers, and other similar cultural information. ●

Use of Radios and Televisions and Film Attendance

(L)-Licenses, (R)-Receivers. Note that in some countries, the basis has changed from 1979 to 1981.

Country	*Radios in use/1000*		*TVs in use/1000*		*Annual cinema attendance per capita*
	1979	1981	1979	1981	
Africa					
Algeria	168	204	39	61	1.2 (1981)
Egypt	132	150	32	40	1.2 (1978)
Ethiopia	7	8	1	1	—
Ghana	106	166	4	6	0.4 (1979)
Kenya	35	33	4	4	0.6 (1977)
Morocco	108	155	39	40	2.0 (1977)
Mozambique	25 (L)	24	*	*	—
Nigeria	74	73	6	6	0.3 (1979)
South Africa	94 (1978)	275	69	70	—
Sudan	74	74	6	6	0.2 (1981)
Tanzania	28	28	*	*	0.2 (1981)
Uganda	19	22	5	6	0.2 (1981)
Zaire	5 (1978)	7	*	*	
Asia/Pacific					
Afghanistan	40 (1978)	465	1	3	—
Australia	1039 (1978)	1112	383	380	—
Bangladesh	8	8	1	1	—
Burma	21	22	—		—
China	15 (1970)	60	3	5	—
India	34 (1978)	59	1 (L)	2	6.8 (1981)
Indonesia	40 (L)	120 (R)	8 (1978)	21	1.0 (1980)
Iran	65 (1978)	178	54	53	4.2 (1981)
Iraq	157	166	47	51	—
Japan	777	688	245 (L)	252	1.3 (1981)
Korea (N)	—	—	—	—	—
Korea (S)	402 (1978)	413	151	175	1.1 (1981)
Malaysia	150	405	64	85 (L)	2.7 (1977)
Nepal	18	23	—	—	—
Pakistan	66	71	9	11	2.2 (1979)
Philippines	45	44	21	22	—
Sri Lanka	47 (L)	107 (R)	—	3	4.3 (1981)
Taiwan	—	—	—	—	—
Thailand	128	125	17	17	1.4 (1980)
Turkey	97 (L)	95	70 (L)	101	5.2 (1979)
Vietnam	— —	—	—	—	
North America					
Canada	1104	1149	466	489	4.2 (1980)
United States	2040	2110	635	631	4.6 (1981)
Latin America					
Argentina	387 (1978)	748	176	197	0.2 (1981)
Brazil	295	308	126	122	1.9 (1977)
Chile	297	297	112	111	1.3 (1981)
Colombia	144	120	76	87	2.4 (1981)
Mexico	288	288	108	111	3.7 (1980)
Peru	145	159	49	49	1.9 (1980)
Venezuela	414 (1978)	405	127	126	4.7 (1981)
Europe					
Czechoslovakia	291 (L)	316	256 (L)	281	5.3 (1981)
France	337 (L)	340	292 (L)	361	3.5 (1981)
Germany (E)	376 (L)	386	264 (L)(1970)	349	4.6 (1981)
Germany (W)	370 (L)	383	337 (L)	348	2.3 (1981)
Hungary	243 (L)	257 (R)	249 (L)	262	6.3 (1981)
Italy	240 (L)	243	231	390	3.8 (1981)
Netherlands	308 (L)	315	293 (L)	301	2.0 (1981)
Poland	240 (L)	243	216 (L)	228	2.8 (1981)
Romania	145 (L)	143	163 (L)	170	9.3 (1981)
Spain	258	260	253	254	4.0 (1981)
United Kingdom	931	963	394	411	1.5 (1981)
Yugoslavia	209 (L)	209	189 (L)	195	3.5 (1981)
U.S.S.R	473	504	303	306	15.9 (1981)

*Less than 1

Source: UNESCO Statistical Yearbooks, 1981 and 1983.

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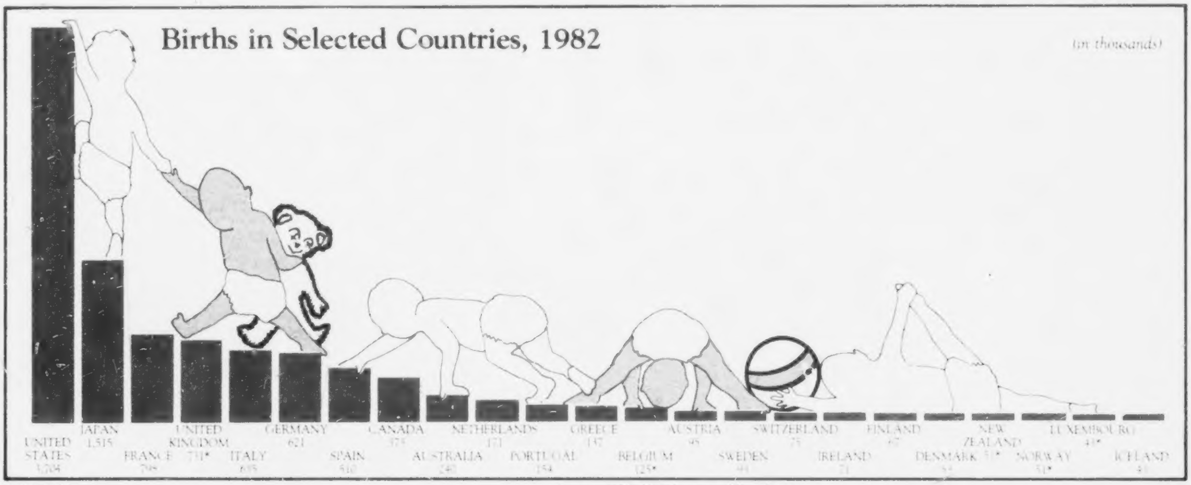
INTERNATIONAL DEMOGRAPHICS


Births in Selected Countries, 1982

(in thousands)

* 1981 Figures

Source: OECD Observer, May 1984

School Trends

Recently a reader asked, "What trends are taking place in Europe and Japan now that also affect the United States?"

Aging of the elderly was one obvious answer. But another is the decline in school enrollments. An article in the May 1984 issue of *OECD Observer* focuses on enrollment trends and discusses policy implications of the decline in OECD-member countries. It makes comparisons about how it has occurred and how it has been handled. The article that follows is a condensation of the *OECD Observer* article along with some of its tables. The future demand for education in other countries and their response to that demand has implications for U.S. higher education as well as for firms that make supplies and materials purchased primarily by schools.

Birth rates have fallen in most countries that are members of the Organization for Economic Cooperation and Development, but the dimensions and timing of the decline vary. The number of births started to decline in most countries in the mid-1960s, and the downturn was particularly sharp in Germany, the United Kingdom, and the United States. Birth rates have now begun to recover in a number of countries, with the possibility that the trend may have stabilized, if not reversed. Japan is an exception: the decline in birth rates began only in the mid-1970s and no one knows when or whether they will turn up again.

The impact of falling births has not been a straightforward decline in the numbers of school-age children. Some age groups have been declining while others are still increasing, leading people to talk in terms of "fluctuating" rather than simply a "diminishing" school population. The number of children in

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COUNTRY PROFILE: FRANCE

School Enrollment Gains or Losses by Country: 1970-1980 *(or nearest year)* *(ranked by absolute gain in higher education)*

Country	Primary education	Percent change 1970-80	Secondary education	Percent change 1970-80	Higher education	Percent change 1970-80
United States	-1,252,000	-4.4	-5,352,000	-26.9	3,600,883	42.4
Japan	2,268,434	23.7	1,078,580	12.4	603,592	33.2
Germany*	-1,147,000	-28.8	1,936,800	27.5	533,700	104.5
Spain	-320,715	-8.2	1,962,281	100.6	442,440	196.7
Italy	-421,736	-8.7	1,485,039	38.8	430,500	62.6
France	-318,013	-6.4	734,001	17.1	259,256	32.4
United Kingdom	-672,639	-11.6	1,137,969	27.4	198,162	33.0
Yugoslavia	-147,482	-9.3	444,086	22.4	187,552	71.8
Canada	-612,900	-21.0	-163,700	-6.4	167,800	35.3
Australia	8,221	0.5	-41,350	-3.6	144,052	80.2
Netherlands	-129,034	-8.8	388,612	38.6	128,866	55.7
Austria	-131,537	-25.0	109,448	17.4	76,996	129.0
Belgium	-179,394	-17.6	111,821	15.5	71,296	57.1
Sweden	51,348	8.3	52,353	9.4	59,781	42.3
Switzerland	-49,550	-9.9	113,804	32.9	31,748	61.7
Greece	-7,905	-0.9	330,818	63.6	31,631	36.9
Denmark	-8,396	-1.9	137,792	38.2	30,217	39.7
Norway	8,882	2.3	52,775	17.4	29,164	58.3
Finland	-12,883	-3.3	-65,526	-12.9	25,567	42.8

*national statistics
Source: UNESCO-OECD questionnaire

primary education has been decreasing in the majority of OECD countries for some years now, while the decline in those in secondary education is more recent. The age group in higher education, however, has only started to fall in one or two countries and then only in the past couple of years. Again, Japan is an exception.

Given the demographic information available, it is possible that the demand for pre-primary education and child care services will continue to grow, even if for some reason the trend of women with children in the labor force reverses itself.

Enrollment in primary and secondary compulsory education will depend directly on the size of the age groups moving through the particular level of school being examined. In most countries the number of primary pupils should start to rise again by the end of the 1980s or the beginning of the 1990s, but the overall numbers attending school will decline as the primary decline experienced works its way through the secondary level.

Post-compulsory secondary school education — a consideration mainly in the European countries where vocational or technical occupational training is much more likely than in this country — should continue to rise, providing facilities and programs are available.

During the 1970s, higher education expanded substantially in all OECD countries, in response both to the growth of the relevant age group and to strong social demand. Enrollments in university and non-university courses alike have nevertheless been controlled in many countries by government selection policies. The number of students in higher education can be expected to go on growing until the mid-1980s when the corresponding age cohorts will begin to fall. Because of tight financial conditions, some countries may try to restrict the supply of higher education available. •

Editor's Note: U.S. institutions that are trying to keep enrollments up and can offer programs that are attractive to foreign students should be careful observers of these trends.

Around the World

U.S. Travelers; Visitors

For U.S. travelers who left the country in 1983 bound for somewhere besides Canada, the top two destinations were Mexico and England, far outdistancing third- and fourth-ranked Bahamas and West Germany.

According to figures compiled by Nettleton Travel Research Center, in Falls Church, Virginia, Mexico attracted 17.5 percent of U.S. residents who traveled abroad and England attracted 13.1 percent. In 1983, 9.7 million U.S. residents traveled to foreign countries, not counting Canada, up nearly 20 percent from 1982.

Even though Mexico was an attractive destination because of the devaluation of the peso, it did not

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SRG International Ltd.

One way American marketing research firms expand their capabilities in foreign countries is by subcontracting with established national firms.

Conversely, some well-established foreign market research firms have gained a presence in the United States by putting a small office in this country to act as a liaison for existing services on foreign soil.

SRG International Ltd. is one of those U.S. corporations established mainly to serve as an extension of the Survey Research Group companies in the Asia Pacific region. The Group started in January 1964 when Survey Research Malaysia was opened. It now employs 850 full-time personnel.

AGB Audits of Great Britain, owners of National Family Opinion Research in Ohio, is a major shareholder of the Survey Research Group.

The New York office has been open since 1981 and now does about $1.5 million in business a year. In 1983, projects were undertaken in 24 countries including all 8 countries where SRG has full-service companies — Australia, Hong Kong, Indonesia, Malaysia, the Philippines, Singapore, Taiwan, and Thailand. Projects were also completed last year in Egypt, South Korea, Kuwait, Saudi Arabia, Japan, five European countries, and six Latin American countries.

Jerry Stafford, who established the U.S. office for SRG, is a long-time international market researcher. Prior to joining the SRG, he was with Burke International for 14 years and has worked on projects for a broad range of industries including industrial and agricultural chemicals, heavy construction equipment, building materials, business equipment, animal health care products, medical and pharmaceutical products, and power tools.

Stafford was joined this year by Charles Cooler-De Solliers, another former Burke International vice president. Cooler-De Solliers is fluent in French, English, Spanish, and Italian. He has handled international studies on packaged goods, durables, and financial services.

The Survey Research Group emphasizes data collection and analysis and has invested time and money in creating a reliable sampling frame and training field staff.

Government data, where available, were used as the starting point for sampling frames, Stafford says. In other countries the sample framework was developed by SRG.

"When we started to use the framework, sample areas were selected and all dwellings were listed by personal inspection before interviews were begun for any project. Now, the sampling framework is updated regularly. Because we are so careful about verifying our sample, SRG companies can project from the samples to the total population," Stafford says.

A new sampling framework, just being completed, will allow samples to be drawn and survey results projected to make estimates for business organizations — in total, or by specific category or size.

To assure quality in data collection, SRG pays new field employees to train for two days before they are hired as permanent interviewers. SRG employees are all permanent, which gives them a sense of loyalty and a commitment to doing a thorough job, Stafford says. Before a project begins, field personnel are personally briefed. Practice interviews help spot problems with questionnaires. Stafford says it is routine for SRG supervisors to do post-interview validations for a random sample of at least 15 percent of each interviewer's respondents. If discrepancies are noted, 100 percent of the interviewer's work is validated.

In 1983, Stafford made 18 different country visits to 10 countries to supervise and manage projects. Project design usually takes place in conjunction with the client's headquarters' offices. During the implementation phase SRG International Ltd. coordinates between the client and the on-site research company. Stafford says after the data are collected, 75 percent of the time the analysis and study reporting are done in New York City. Qualitative efforts are more likely to be reported from the local research company if interpretation of the results is needed.

Because of its strong presence in Asia and the Pacific, SRG is noted for the omnibus surveys it does every quarter. More than 100,000 omnibus interviews are conducted annually to allow clients with restricted budgets to collect timely market information. A client can add a few questions to an omnibus survey to determine advertising or product awareness, find out who buys the product and why.

The 1983 Taiwan Omnibus, for example, included about a dozen small projects with questions about products such as coffee makers, air conditioners, shampoo, floor cleaners, worm medication, electric shavers, and antiseptics.

A 1983 Tourist Omnibus conducted by Survey Research Singapore found that most travelers preferred their national carriers, that there is a strong preference for Singapore Airlines among Southeast Asian nationals, and that more than half the visitors to Singapore read an English language newspaper while they were there. About half listened to the radio and 71 percent watched television during their stay.

Among other projects, SRG continuously surveys the media habits of the adult population in Hong Kong, Indonesia, Malaysia, Singapore and Thailand, and monitors advertising expenditures for all kinds of media in Hong Kong, Singapore, and Malaysia.

In Hong Kong, Indonesia, Singapore, Malaysia, Thailand, and the Philippines, the group performs "distribution checks" to find out whether a product is actually being distributed, whether it is being kept in stock, and whether point-of-purchase displays are used effectively.

Target Group Index (TGI) Reports are prepared by the Hong Kong, Indonesia, Malaysia, Singapore, and Hong Kong offices to identify user groups by their specific demograph-

continued on p. 15

Country Profile

France

Peak-season visitors to Paris in search of a vacant sidewalk table at a cozy left bank bistro may not agree. But the cafe lifestyle, so long a colorful part of the European scene, is wearing thin for many French. That is one reason given for the move out of the cities — the most important trend revealed by the 1982 French census.

The census found that the urban population is dispersing to semi-rural areas beyond the city suburbs but still within reasonable traveling distance of France's cities. The phenomenon seems similar to the nonmetropolitan growth in the United States during the 1970s. A similar trend has occurred in Japan.

Other trends revealed by analysis of the 5 percent sample from the 1982 census include:

—Household growth of 10.4 percent.

—More than 50 percent homeownership for the first time.

—An increase in single-person households.

—An increase in the divorce rate.

—Single-parent families as 4.3 percent of households.

—More women in the labor force.

—Growth of the population aged 75 and older.

—Stabilization of immigration.

The French census interval is unique among industrialized nations. The census is conducted the year following the presidential election which is held every seven years. If the presidential mandate is reduced to five years, as some suggest, the census would likely follow suit or go to ten-year intervals. At any rate, researchers should take care not to compare France's seven-year interval with other countries' five- or ten-year intervals.

Regions and Cities

France counted 54,334,871 citizens on March 4, 1982. There were 250,000 more people than in 1975, yielding a seven-year growth rate of 3.3 percent, or an average annual rate of less than half a percent. If present trends continue, there will be 56 million French by the end of this decade.

France has 22 administrative regions including the Mediterranean island of Corsica, and 96 departments, including the 2 on Corsica. At a minimum, each department is divided into arrondisements, cantons, and communes. Rural areas include still smaller divisions such as petite communes (hamlets). For larger population concentrations, data are available down to the ward (ilot) level.

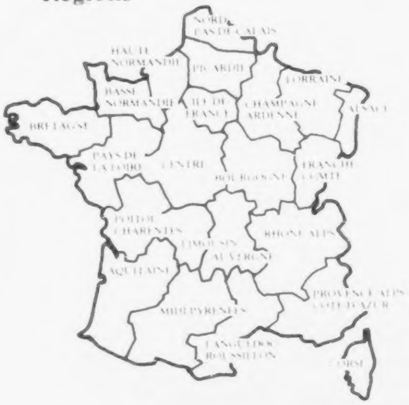
Tables show the largest urban agglomerations and the 1982 population of each administrative region and department.

Since 1975 when the last census was taken, cities of more than 200,000 lost an average of 5 percent of their residents. The population of Paris decreased by nearly 124,000.

Paris and Environs

BOBIGNY
NANTERRE
PARIS
CRETEIL

Regions


NORD-PAS-DE-CALAIS
HAUTE NORMANDIE
PICARDIE
LORRAINE
BASSE NORMANDIE
ILE DE FRANCE
CHAMPAGNE ARDENNE
ALSACE
BRETAGNE
PAYS DE LA LOIRE
CENTRE
BOURGOGNE
FRANCHE COMTE
POITOU CHARENTES
LIMOUSIN
AUVERGNE
RHONE ALPES
AQUITAINE
MIDI-PYRENEES
PROVENCE ALPES COTE D'AZUR
LANGUEDOC ROUSSILLON
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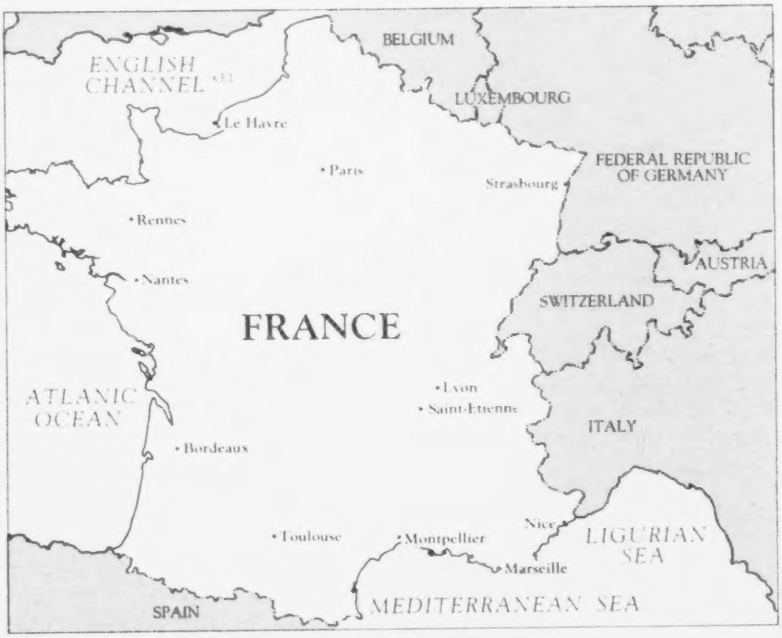

BELGIUM
ENGLISH CHANNEL
LUXEMBOURG
Le Havre
Paris
FEDERAL REPUBLIC OF GERMANY
Strasbourg
Rennes
AUSTRIA
Nantes
SWITZERLAND
FRANCE
ATLANIC OCEAN
Lyon
Saint-Etienne
ITALY
Bordeaux
Nice
Toulouse
Montpellier
LIGURIAN SEA
Marseille
SPAIN
MEDITERRANEAN SEA

*Cities of 200,000 or more

For the first time in more than a century, urban areas of 20,000 or more did not gain population, but merely held their own.

Only 2 of the 22 regions — Languedoc-Roussillon in the south and Aquitaine in the southwest — registered slight population increases. And only cities under 20,000 population exceeded the national rate of population increase.

The sharp brake on urban growth is "the most important lesson" of the census, according to its director Jacques Boudoul at the national census-taking organization, L'Institut National de la Statistique et des Etudes Economiques (INSEE).

"We have seen a similar trend developing for several years in America and Great Britain," said Boudoul, "but the pattern is new to France after general city expansion dating back to the Industrial Revolution."

Age Distribution

France continues to experience the effects of the large-scale decimation of its male population during the two world wars. In World War I, an estimated 1.3 million French troops died and 5 million more were wounded or missing. During World War II, 1 in 200 of the 1940 population lost their lives.

The World War I loss (and lower war-time birth rates) showed up in March 1982 as a relatively smaller 60-to-74 age group — comprising 10 million or about 18.5 percent of the population compared with 18.9 percent in 1975.

On the other hand the population aged 75 and over is growing, both in absolute numbers and as a percent of the population. There were 3.6 million aged 75 and over or 6.6 percent of the population in 1982 compared with 3 million or about 5.6 percent in 1975.

People aged 19 and under declined as a group between 1975 and 1982, from 31 percent (16.2 million) to 29 percent (15.6 million). The largest concentrations of French youth now are found in the new "semi-rural" growth areas, with the country's northern regions generally having the youngest population. By contrast, France's "sun belt," principally the Mediterranean coast in the south, is attracting more affluent elderly. Most of the country's elderly inhabit rural areas or single-occupant urban dwellings.

The 20-to-59-year-old group constitutes the largest segment of the population — about double the group aged 19 and under — and is growing. This group was 50 percent of the population (26.4 million) in 1975 and 53 percent of the population (28.7 million) in 1982.

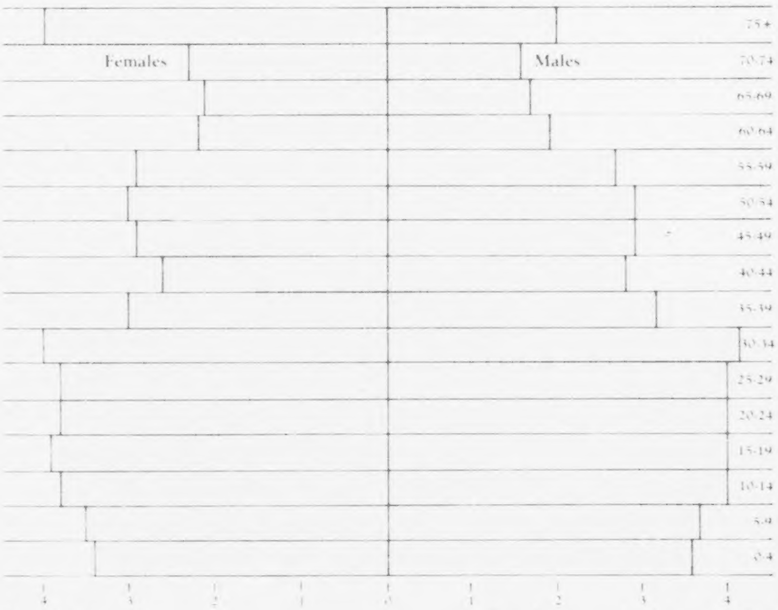
The infant mortality rate has declined steadily in France, from 18.2 deaths per 1,000 births in 1970 to 13.6 in 1975, and 9.5 today. Life expectancy has also improved. It is now 71 years for men and 78.9 years for women.

The total fertility rate — the average number of births per woman — has continued to decline. The 1982 census found it was 1.8 children per woman, less than the number needed to replace the present French population.

The census results merely amplified what had long been a heated debate over a low birth rate. France once had the largest population in all of Europe, but no longer. In general, countries need 2.1 births per woman to eventually replace their existing population. The French total fertility rate has dropped to 1.8 children. Third-child financial rewards introduced by the previous

Population of France by Age and Sex: 1982

(numbers in 000s)



Age Group	*Female*	*Male*	*Total*
All ages	27,683	26,575	54,258
0-4	1,860	1,953	3,813
5-9	1,912	2,005	3,917
10-14	2,051	2,141	4,192
15-19	2,100	2,190	4,290
20-24	2,085	2,153	4,238
25-29	2,079	2,137	4,216
30-34	2,136	2,250	4,386
35-39	1,609	1,738	3,347
40-44	1,411	1,496	2,907
45-49	1,567	1,591	3,158
50-54	1,622	1,592	3,214
55-59	1,585	1,463	3,048
60-64	1,170	1,030	2,200
65-69	1,123	888	2,011
70-74	1,213	861	2,074
75+	2,160	1,087	3,247

conservative government and continued since 1981 to stave off a "senior citizen" society have worked in only a limited way.

(Advertisers have taken advantage of the French consciousness about their population decline. Over a headline "the car which encourages growth," Volkswagen's Jetta shows a family of bears with five children, not two.)

The country's health authorities are having even less success combatting an historic French problem and one of its leading killers along with cancer and heart disease — alcoholism. Average annual alcohol consumption per capita was said to be nearly 14 litres in 1981. Alcoholism affects up to one in every eight people, including a growing number of women. In 1981, there were 18,000 deaths attributed to cirrhosis of the liver. The battle is not made easier by fuzzy regulations concerning alcohol advertising — or the slogan used by one French beermaker: "the brand with the highest alcohol content." U.S. residents may prefer French wines, but the French now drink more spirits than wine.

Households and Families

Between 1975 and 1982, households grew 10.4 percent to a total of 19.6 million. Since 1962, household size has decreased from 3.1 people per household to 2.7 people per household.

The growth in the number of households is attributed to the increase in divorce and a trend that has come to France more recently than to some other European countries — the tendency for French children to leave the parental home at an earlier age.

More than 7 million French homes are childless, and "stop at one or two" now is the rule for the formerly large French family. Up to 1975 families with three children were increasing. But seven years later there were 40,700 fewer families with three children, and even larger declines in families with more than three children. One-child families increased by 174,000; those with two children by more than 300,000. France has fewer children now aged 16 and under than in 1975.

Single-parent families — the inevitable result of a rising divorce rate — increased 47 percent between censuses to 930,000. Single-parent families are now 4.3 percent of all households. Women head 85 percent of the single-parent families.

Twenty-five percent of French households are single-person households, and in Paris 50 percent of households are single-person.

Divorce has doubled since 1975 when a law made it easier than before. In 1975 alone, the state granted 54,306 divorces. Since 1972, when there were a record 416,500 marriages, there has been a steady decline in marriages. Only 315,000 marriages were recorded in 1982.

All births in France are registered at the local town hall and census compilers use birth records to verify their information. Illegitimate births are rising — there were 61,000 in 1971 and 102,000 in 1982.

Housing

France has nearly 23 million dwelling places. More than half of householders own their own homes and nearly three-quarters of the owner-occupied units are located outside of urban centers. Nearly 8 million units have been constructed in the past 20 years.

WOMEN NOW REPRESENT NEARLY 41 PERCENT OF THE FRENCH LABOR FORCE, UP FROM 35 PERCENT IN 1961.

France is also a second-home country. Of total housing stock, 19.6 million units are considered primary residences and 2.3 million second homes. More than 30 percent of the second homes are in mountainous areas.

New housing starts (with the exception of second-home construction) have plunged markedly in France since the 1975 census, when there were 514,300 new units begun, counting those funded with both public and private financing. In 1981, the total was 390,900; the following year, it had declined by another 900. Starts in the private sector alone dropped from 162,317 units to 83,000 units over the period from 1975 to 1982.

France needs 407,000 new housing units each year to the end of 1990 to keep up with projected demand. The poor housing performance contributes to the economic malaise in France where one in five salaried employees is attached to the building trades. In the 1972 to 1982 dec-

Cities with a Population of 100,000 or More: 1982

City	*Total population*
Paris	2,188,918
Marseille	878,689
Lyon	418,476
Toulouse	354,289
Nice	338,486
Strasbourg	252,264
Nantes	247,227
Bordeaux	211,197
Saint-Etienne	206,688
Montpellier	201,067
Le Havre	200,411
Rennes	200,390
Reims	181,985
Toulon	181,405
Lille	174,039
Brest	160,355
Grenoble	159,503
Clermont-Ferrand	151,092
Le Mans	150,331
Dijon	145,569
Limoges	144,082
Angers	141,143
Tours	136,483
Amiens	136,358
Nimes	129,924
Aix-en-Provence	124,550
Besancon	119,687
Metz	118,502
Villeurbanne	118,330
Caen	117,119
Mulhouse	113,794
Perpignan	113,646
Orleans	105,589
Rouen	105,083
Boulogne-Billancourt	102,595
Roubaix	101,886

Source: Textes Authentifiant Les Resultats Du Recensement ade, the building sector lost an estimated 308,000 jobs.

While the restricted housing market has not held down the formation of households, it may be reducing mobility. The French are not changing addresses as often as they once did. Between 1968 and 1975, nearly half the population moved at least once. In contrast, by 1982 the annual residential mobility rate had slipped from 10.4 percent to 7.4 percent. Most relocations are now confined to the same region. From one census period to the next, local moves declined by only 2 percent, but interregional changes were off by 10 percent.

The housing shortage is not eased by an escalating urban vacancy rate. In 1982, of 1.9 million recorded vacancies, 1.3 million were in cities. Twenty years earlier, there were only 350,000 urban vacancies. Paris alone, where the majority of housing units are at least 35 years old, has a vacancy rate of 13 percent.

While homeownership is rising, more than 8 million French still rent their housing. Although apartment purchases are more common than in the United States, rentals occupy 41 percent of the housing market. Only 1.5 percent of rentals are furnished. Three of four renters — and 99 percent of Parisian renters — live in apartment buildings. Forty percent of apartments are publicly-subsidized.

It is generally believed that a primary factor supporting the vacancy rate is the liberalized socialist measures enacted two years ago giving tenants greater protection. A 1978 national study of more than 8,000 people from all occupations and income levels concluded that families headed by someone aged 40 and under paid on the average 500 francs a month rent. Since that time the cost of living has doubled. Today a modest two-room apartment in Paris — if it can be found — rents for 2,500 francs or more (at least $300). Brittany, the Pays de la Loire, and Poitou-Charente regions on the west coast have the highest rates of home and car ownership.

Frenchmen are also using more space. In 1965, the average household had 3.08 rooms to call its own. By 1982, rooms per household had increased to 3.65. And French plumbing isn't what it used to be. Nearly 65 percent of households are equipped with running water, interior toilets, bath and/or shower and central heating. Twenty years ago, only 21 percent of households had running water, 40 percent an interior toilet, 29 percent a bath/shower, and 19 percent central heating. (Old ways die hard. A 1983 survey of the French by the French found that a daily bath or shower is taken by only 38 percent of women and 22 percent of men.)

The French telephone system vies for notoriety with the local plumbing. Glitches persist, but the system is improving rapidly. In 1975, only 27 percent of households had a telephone, but by 1982, 75 percent were so equipped.

Labor Force

In 1982, France had 23.5 million economically active people, including 2 million unemployed. Both figures are higher today with at least 10 percent of the population seeking work.

Women have shown the strongest progression in the work force. They now represent nearly 41 percent of the total, compared with 35 percent two decades before. There are now 9.6 million women in the labor force. More than six of ten women between the ages of 19 and 45 are labor actives. In 1982 female labor force participation was higher at all ages between 22 years and 60 years than it was in 1975. A general improvement in the equality and social status of French women is thought to be more significant for their increase in the job market than second-income needs and other factors.

Women have also filled the demographic gap in the work market created as younger people stay in school longer and as older people retire earlier. Retiring at age 60 or younger has been institutionalized under socialism as Europe moves toward the 35-hour work week. In France, a leading advocate of shorter work hours, citizens now have a 39-hour workweek.

As in most other industrialized countries, the manufacturing and agricultural sectors in France have lost jobs since 1980 and the services sector has grown. In 1982, agriculture accounted for about 1.8 million jobs, manufacturing about 8.7 million, and services about 13 million, well over half of all employment.

Salaried employees are the largest work group, at about 38 percent of all employees. Middle managers are next at 12 percent of the total, and 9 percent are senior managers. A little more than 5 percent of the labor force is self-employed. By socioeconomic group, the lower middle class last year accounted for 40 percent of the population and the upper middle class about 30 percent. The upper classes are about 15 percent of the population.

In return for their labor, most French earn less than 8,000 francs per month (less than $1,000 at current rates). Salaries overall kept about .3 percent ahead of inflation during 1983. Some of the lowest-paid

BEHIND THE BABY BUST: FRANCE'S "ME" GENERATION?

Newsweeklies right and left of center in a highly-politicized France rarely find much to agree on. An exception is the country's declining birth rate. Most find it alarming.

Two — the conservative *L'Express* and the left-oriented *Le Nouvel Observateur* — ruminated in articles published in recent months and came to a similar conclusion — narcissism has overtaken procreation as a preoccupation for many in the traditional marrying and child-bearing years.

In short, blame the baby bust on the "me" generation which is just now catching up to the French, well after it seduced their American counterparts.

Another magazine which made its maiden appearance in June wasn't so sure about this Gallic fling at self-indulgence. Its name? *L'Egotiste.* •

"MARKETING STUDIES" BANNED IN FRANCE

The country that gave the world chauvinism reflects every bit of that attitude when it comes to defending what it regards as purity of the native tongue.

Many hundreds of non-French words are forbidden in official correspondence and, by extension, in much commercial communication. Special targets are Americanisms and Franglais, those part-French, part-English words, like *voix-off*, which strike real horror in the purists. The French equivalent of "voice off" has been cleaned up as the not-so-snappy *voix hors champ* (literally, "voice out of the field of view").

"Market study" has been jettisoned, too. Make it *etude de marche*, merci. It's just one of a number of imported business jargon word combinations incorporating "marketing" which have been axed — that is, guillotined. ●

workers made well under half that amount under the previous center-right government. A series of minimum-wage increases by the socialists have brought the floor up 50 percent to 4,025 francs per month (about $475).

Many of the low-income workers are immigrants from the former North African colonies who came to France to take jobs the French and other West Europeans considered too menial. Many still sweep subway platforms and city streets, despite new stipends aimed at repatriation. The 1982 census found that the foreign population had stabilized and that their participation in the labor force had declined.

The census counted 3.7 million foreigners, making them 6.8 percent of the population. Nearly 80 percent of the 231,000 increase since 1975 are wives joining husbands who already lived in France. Among foreign groups Moroccans have declined nearly 20 percent. Western Europeans experienced the only modest gains, with the Portuguese — who have cornered the concierge market in Paris and other cities — leading the way with a 3.3 percent increase, reaching nearly half the 1982 foreign population.

Consumption

The average weekly household expenditure in 1981 was 2,076 francs or about $460 at 1981 exchange rates. Food, including beverages and tobacco, took the biggest share at 439 francs, or about $75. Food prices have been outstripping the general inflation rate. Figures compiled by the daily *Le Figaro* reveal a 14 percent increase overall in 1983 for 50 key products.

Rent and heating electricity come next at 353 francs ($60) a week followed by transport and telephone (282 francs or $49), medicine and health care (266 francs or $46), furniture and household equipment (194 francs or $33), and clothing and shoes (137 francs or $24). Combined recreation, entertainment, education, and cultural expenses shared 135 francs or about $23.

Among key consumer durables, 87.8 percent of French homes were equipped in 1983 with a washing machine, but only 24.2 percent with a dishwasher.

Nearly half had a tape recorder, but only 31 percent had a high fidelity system. About 60 percent have ordinary record players. Vacuum cleaners existed in 82 percent of homes, deep freezers in 54 percent, and still cameras in 52 percent. More than half had a color television set. In 1982, 71 percent had one car and 17 percent had two or more, versus 63 percent and 10 percent respectively in 1975. Overall, ownership is highest in the "semi-rural" population centers that surround the central cities.

The French are among the most heavily taxed in Europe after Sweden, the Netherlands, and Denmark. Social charges to employers can add as much as 50 percent on top of each employee's salary. Each new employee also results in a "professional" tax levy. President Mitterand has vowed to reduce individual and corporate taxes by about 10 to 15 billion francs each in 1985 and to gradually do away with the professional tax. He says government spending will also be reduced.

More than ever, the French are investing in the stockmarket as a hedge against inflation — an estimated 300 francs per capita.

Education

France last year had 13.9 million students enrolled in primary and secondary schools and more than 905,000 in universities, according to Ministry of Education figures. About half of those in higher education were women and 13.4 percent were foreign students. Arts and sciences had the largest enrollment (273,000) followed by sciences, excluding engineering, which had 143,000 students. Medicine and law political science had about 138,000 each. School attendance rates fall from the 90 percent level at age 3 years to 18 percent at age 20 years.

MORE THAN EVER THE FRENCH ARE INVESTING IN THE STOCK MARKET AS A HEDGE AGAINST INFLATION.

State financing is given to more than 16,600 well-organized neighborhood nursery schools which last year enrolled 2.2 million preschoolers.

With impetus from prominent French citizens like Jean-Jacques Servan-Schreiber (author of *The American Challenge*), the educational authorities are making a greater commitment to computer learning and the sciences.

Communications

Retro — short for retrograde — is a fashionable marketing word today for the French. It applies as well to the state's newest television venture, Canal Plus (literally, "the channel with more"), slated to begin operation toward the end of the year.

A variant of pay-TV, this fourth network will be received through a signal-decoding device obtained by paying a monthly fee above the annual TV license cost. CP will have sponsorship, but no commercial advertising, unlike the two existing national and one regional government-controlled networks. Longer viewing hours, more sporting events, and repeat broadcasts throughout the week of a greater number of recent films is promised for the new network which has some private financial backing.

France has an estimated 18.5 million TV households, 1.8 million video-recorders (also tax surcharged) and 19.1 million radio households receiving five state-controlled national commercial networks and hundreds of local FM stations created with government approval over the past three years. In June these stations got the go-ahead to accept advertising in lieu of government aid. Viewdata systems pioneered by the French are expected to burgeon, along with cable TV, for which Paris is now preparing.

France has 104 dailies and 850 weekly and shopper newspapers. Consumer magazines number about 870, trade and technical publications more than 1,400.

Neither *la crise* (a recession to the French) nor *publiphobia* (a generalized fear-and-loathing of advertising among the French) has slowed overall advertising spending. France ranks about 15th in the world in per capita advertising expenditure.

Nielsen has established nine separate test market regions for France, in addition to major cities. The existence of regional television enhances test marketing in Bordeaux and Lille, Lorraine and the Cote d'Azur. The statistically valid cross-sectional sample in France is about 1,200 people.

Sources

France's Institut National de la Statistique et des Etudes Economiques (National Institute of Statistics and Economic Studies or INSEE) publishes the census results and analysis. In addition, it offers other documentation of interest. *Donnees Sociales*, with English introduction, is a 580-page volume graphically portraying nearly every aspect of French life, including where food is purchased, regional preferences, consumer credit, living standards, etc. The cost is 160 francs (about $20) and it provides a complimentary analysis to the census publications.

France in Brief is a thumbnail demographic guide. Among INSEE's census publications are:

Population Legale: the official count by regions, departments and communes of more than 10,000 people, with a series of color-coded maps of the country portraying density shifts since 1975. Includes analysis in French by census director Boudoul and Jean-Paul Faur. Price is 35 francs.

Premiers Resultats: An excellent series of four-page summaries (Nos. 10-15) with tables and graphs on housing, households, labor force, and so forth. Price is 8 francs each.

All the above can be ordered from INSEE, OPE, Tour Gamma A, 195 rue de Bercy, 75582 Paris Cedex 12, France.

A four-page monthly newsletter in French — *Population et Societes* — examines French and worldwide demographic developments. An annual foreign subscription is 45 francs (about $5.50). Order from L'Institut National d'Etudes Demographiques, 27, rue du Commandeur, 75675 Paris, France.

The Budget Ministry publishes a monthly economic newsletter called *Notes Bleu*. (Bleu refers to the color, not the state of the economy or the French spirit.) Local French embassies, consultates and representative offices can provide contact information for specific requests.

The newsweekly *Le Nouvel Observateur*, Feb. 17, 1984 published one of the best general press articles on the census: "Comment la France a Change" (How France Has Changed). Articles in other issues project the face of France through the year 2000 (Nov. 25, 1983 and Jan. 13, 1984). Price is 11 francs each. Order from Le Nouvel Observateur, 11, rue d'Aboukir, 75081 Paris, France.

The magazine also publishes a yearbook — *Faits & Chiffres* (Facts and Numbers) — which researchers will find more useful and informa-

AND THE COLONIES

At the same seven-year interval that it counts its own, France also counts residents of its five overseas island departments.

In 1982, the counts were the following: Guadeloupe, 328,000; Martinique, 329,000; Reunion, 516,000; French Guiana, 73,000; and St. Pierre and Miquelon, 6,000.

Population data for 1980 are available for the three territories that France administers: New Caledonia, 134,000; French Polynesia, 150,000; and the Wallis and Futura group, 11,000.

Mayotte, the easternmost of the Indian Ocean Comoro Islands on which France plays an administrative role, had a population of 47,000 in 1978. The French refer to all these islands as "DOM-TOM," short for departments and territories outre mer.

The French interior and its offshore interests have been administered with an iron hand from the Paris capital ever since Napoleon I and the emperor's famous Code formalizing much of the French way of life. A predictable outcome of this power concentration has been a constantly expanding central government bureaucracy today employing an estimated 11 percent of the working population. The provincial clerk who had to get permission from Paris to buy a paste pot is a classic French story not far off the mark.

The socialist government is trying to change all that. Last spring President Francois Mitterand promised to modify or eliminate mountains of red tape that foreigners and even the French have to overcome to do business in France. •

Population of Regions and Departments: 1982

Region/Department	*Population*	*Density Per Sq. Km.*
Ile de France	10,073,000	838
Paris	2,176,000	20,723
Seine-et-Marne	887,000	150
Yvelines	1,196,000	523
Essonne	988,000	548
Hauts-de-Seine	1,387,000	7,879
Seine-Saint-Denis	1,324,000	5,610
Val-de-Marne	1,194,000	4,873
Val-de'Oise	921,000	739
Champ-Ardennes	1,346,000	53
Ardennes	302,000	58
Aube	289,000	48
Marne	544,000	67
Marne (Haute)	211,000	34
Picardie	1,740,000	90
Aisne	534,000	72
Oise	662,000	113
Somme	545,000	88
Haute-Normandie	1,655,000	134
Eure	462,000	76
Seine-Maritime	1,193,000	190
Centre	2,264,000	58
Cher	320,000	44
Eure-et-Loir	363,000	62
Indre	243,000	36
Indre-et-Loire	506,000	83
Loir-et-Cher	296,000	47
Loiret	536,000	79
Basse-Normandie	1,351,000	77
Calvados	590,000	106
Manche	466,000	78
Orne	295,000	48
Bourgogne	1,596,000	51
Cote-d'Or	474,000	54
Nievre	240,000	35
Saone-et-Loire	572,000	67
Yonne	311,000	42
Nord-Pas-de-Calais	3,933,000	317
Nord	2,521,000	440
Pas-de-Calais	1,412,000	212
Lorraine	2,320,000	99
Meurthe-et-Moselle	717,000	137
Meuse	200,000	32
Moselle	1,007,000	162
Vosges	396,000	67
Alsace	1,566,000	189
Rhin (Bas)	916,000	193
Rhin (Haut)	650,000	184
Franche-Comte	1,084,000	67
Doubs	477,000	91
Jura	243,000	49
Saone (Haute)	232,000	43
Belforte (Territ. de)	132,000	217
Pays de la Loire	2,930,000	91
Loire-Atlantique	995,000	146
Maine-et-Loire	676,000	94
Mayenne	272,000	53
Sarthe	505,000	81
Vendee	483,000	72
Bretagne	2,708,000	100
Cotes-du-Nord	539,000	78
Finistere	828,000	123
Ille-et-Vilaine	750,000	111
Morbihan	591,000	87
Poitou-Charentes	1,568,000	61
Charente	341,000	57
Charente-Maritime	513,000	75
Sevres (Deux)	343,000	57
Vienne	371,000	53
Aquitaine	2,657,000	64
Dordogne	377,000	42
Gironde	1,128,000	113
Landes	297,000	32
Lot-et-Garonne	299,000	56
Pyrenees-Atlant.	556,000	72
Midi-Pyrenees	2,326,000	51
Ariege	136,000	28
Aveyron	279,000	32
Garonne (Haute)	825,000	131
Gers	174,000	28
Lot	155,000	30
Pyrenees (Hautes)	228,000	51
Tarn	339,000	59
Tarn-et-Garonne	190,000	51
Limousin	737,000	43
Correze	241,000	41
Creuse	140,000	25
Vienne (Haute)	356,000	64
Rhone-Alpes	5,016,000	115
Ain	419,000	73
Ardeche	268,000	49
Drome	390,000	60
Isere	937,000	126
Loire	740,000	155
Rhone	1,445,000	445
Savoie	324,000	54
Savoie (Haute)	495,000	113
Auverge	1,333,000	51
Allier	370,000	50
Cantal	163,000	28
Loire (Haute)	206,000	41
Puy-de-Dome	594,000	75
Languedoc-Roussll	1,927,000	51
Aude	281,000	46
Gard	530,000	91
Herault	706,000	116
Lozere	74,000	14
Pyrenees-Orientales	335,000	81
Provence-Alpes - Cote d'Azur	3,965,000	126
Alpes-de-Haute-Pr.	119,000	17
Alpes (Haute)	105,000	19
Alpes-Maritimes	881,000	205
Bouches-du-Rhone	1,724,000	339
Var	708,000	119
Vaucluse	427,000	120
Corse	240,000	26
Corse du Sud	109,000	27
Haute-Corse	132,000	28
France	54,335,000	100

Source: INSEE-Journal Officiel du 6 janvier et 5 fevrier 1983.
Note: sum of numbers may not equal totals due to rounding.

tive than the yearbook issued by the leading daily *Le Monde* called *Bilan Economique et Social. Faits & Chiffres* costs 44 francs and can be ordered from *Le Nouvel Observateur* address above. *Le Monde*'s yearbook costs 32 francs and can be ordered from 5, rue des Italiens, 75427 Paris, France.

L'Express newsweekly for Aug. 26, 1983 contains a vivid summary of a ten-year sociological examination of a changing France by one of the country's top study groups. Called *1973-1983: Francais, Comme Vous Avez Change*, the price is 10 francs and is available from L'Express, 61, avenue Hoche, 75380, Paris, France.

A penetrating article on France's declining birthrate appeared in *Le Point* newsweekly of July 25, 1983. Price is 9.50 francs; order from 140, rue de Rennes, 75006, Paris, France.

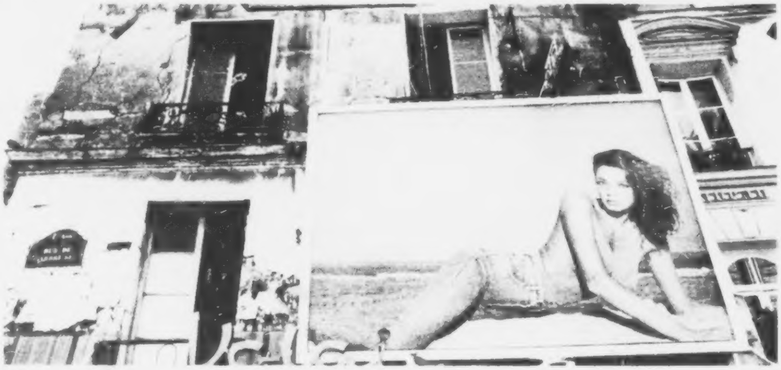
France is a Jean-y-come-lately in sophisticated marketing techniques, and trade and professional publications of interest to market researchers are limited. The advertising weekly *Strategies* binds in a monthly supplement on direct mail, perhaps the hottest marketing technique today in the country. The price is 875 francs for an annual foreign subscription. Order from Strategies, 15, square de Vergennes, 75015 Paris, France.

The *Revue Francaise du Marketing* (French Marketing Review) of 120 pages is published five times a year by the National Association for the Development of Marketing Techniques. Price is 82 francs for each number or 457 francs for an annual subscription. Order from 30, rue d'Astorg, 75008 Paris, France.

A perceptive, sociologically-oriented analysis of contemporary French society has been compiled by the Advanced Communications Centre at the country's state-controlled advertising agency giant, Havas. Write Centre Director Bernard Cathelat, 136, avenue Charles de Gaulle, 92522 Neuilly-sur-Seine Cedex. ●

Peter Inserra

Peter Inserra is International Demographics' *Paris correspondent.*



Peter Inserra

Seven Pointers for Product Development in Asia

Developing products for Asia requires a realistic understanding of the challenge, according to David Amdal, managing partner of Amdal-Davis, a product development group headquartered in Sydney, Australia, with offices in Hong Kong and San Francisco.

Amdal has developed products for Asian markets for such companies as R.J. Reynolds in Indonesia, Gillette in Singapore, B.I.C. France in Indonesia, and Caterpillar Far East in Hong Kong, among others.

At International Demographics' San Francisco conference on demographics in Asian markets earlier this year, he offered the following as the most common concerns and sources of problems for multinational marketing managers in Asia:

1. You're involved in deals with many strange, new partners. They will be your distributors, suppliers, joint venture partners, and even your housekeepers. The multitude of necessary new relationships, coupled with the cultural differences, leave you highly vulnerable to misunderstandings or worse.

2. Locals will have already-established communication lines to the power bases within the country. They will know what's happening before you. Your local competition will have this as a substantial advantage.

3. Your consumer marketplace can be far more volatile than the United States'. Rumors sweep through the public in Asia. There are tightly-knit communities. Housewives know their neighbors and word-of-mouth plays a considerable role in most purchase decisions.

4. Another reason for the volatility is the vagaries of government rulings. A single government edict on tariffs could wipe out your market overnight. The Philippines is especially notable for retroactive rulings, with Indonesia a close second.

5. Your successes can be grabbed by local competitors, who will almost always have lower entry-exit barriers than you. Illegal Apple computer motherboards are selling for $90 retail in Hong Kong, counterfeit Levi's for $9 in Taiwan.

6. You won't have command of the local language(s). You'll rapidly miss the comfort of easy communication with your staff, or being able to read your own advertisements, or to make recommendations on wording in your marketing communications.

7. Inflation will heavily influence your marketing. The cost of your plant and political/economic uncertainties will necessitate short-term paybacks — most often within one to two years. Of course, most advisors caution against short-term expectations, but the practicalities are usually otherwise. ●

Regions

Europe

Great Britain

For firms whose main customers are institutions, data can sometimes be hard to find. Fortunately census data can occasionally fill the gaps.

The 1981 Census of Great Britain found, for example, that 2.5 percent of the people counted on census night lived in "communal establishments." While that is not too significant, it still amounts to about 1.4 million people in Great Britain, about three-quarters of whom were residents in the places where they were living on census night.

The largest age group in institutions were the elderly — those aged 85 and over who were 49 percent of the total resident population. The next largest group was aged 75 to 84, at 5.3 percent of the total population, and the next was 16-to-24-year-olds, at 2.4 percent. Only 13 percent of the people in institutions were married, compared with 50 percent of the general population.

Given the ages of the institutionalized, it is not surprising to find that the majority of people were in hospitals or homes for the old and the disabled.

Communal establishments are not equally distributed throughout Great Britain. The highest proportions were found in the city of London (16.8 percent), according to a report in *Population Trends*, a publication of the Government Statistical Service.

Outside London, Epsom and Ewell each had about 7 percent of their residents in institutions. Richmondshire, Ribble Valley, Castle Morpeth, and Rushmoor each had about 7 percent as well. Each of these areas contain large hospitals or camps.

If the institutionalized population of Britain is of note, it may be a shrinking market. In 1971, there were 909,900 people counted in communal living situations. Ten years later, only 796,600 lived in those circumstances. However, the 1981 Census was taken when most universities and other educational institutions were on vacation. The 1971 census was taken after most schools were back in session.

Further statistics on the population in Great Britain's communal establishments is published in *Census 1981, Communal Establishments, Great Britain*, available from HMSO, P. O. Box 569, London SE 9 9NH, England.

Americas

Opportunity in The Caribbean

Considerable opportunity exists for foreign investment in production-sharing in the Caribbean Basin countries, but little opportunity for expanded exports, according to Frost & Sullivan's political risk services.

The table shows the general risk ratings of 25 Caribbean countries. A report, "Political Risk in the Caribbean Basin," which contains detailed political and economic information on each of the 25 countries in the table is now available from Frost & Sullivan for $345.00. Order from Frost & Sullivan, 106 Fulton Street, New York, NY 10038.

Five-year Political Economic Risk Rating of Caribbean Basin Countries

Country	*Rating*
Netherlands Antilles	A+
British Virgin Islands	A
Puerto Rico	A
Dominica	A−
Montserrat	A−
Panama	A−
St. Lucia	A−
Belize	B+
Grenada	B+
St. Kitts-Nevis	B+
Trinidad-Tobago	B+
Barbados	B
Haiti	B
Venezuela	B
Dominican Republic	B−
Jamaica	B−
St. Vincent-Grenadines	B−
Antigua-Barbuda	C+
Costa Rica	C+
Honduras	C
Mexico	C
Colombia	C−
El Salvador	C−
Nicaragua	C−
Guatemala	D+

Canada

Nearly twice as many Canadian women as men consult a doctor ten or more times a year, and housewives visit the doctor at double the rate of working women.

These are two findings of a new report by Statistics Canada, *Canadian Women: Profile of Their Health*. The report notes that "while women seem to have better health habits (less smoking and drinking) they still suffer more health problems, visit the doctor more often and take more drugs than men."

The proportion of women using alcohol has steadily increased, however, and the report notes that among housewives, the number of drinkers and the amount of alcohol consumed increase as family income and education rise. In contrast, the number of women smokers declines with increasing levels of income and education.

Of persons active in the work force, about twice as many women as men experience occasional anxiety and depression, and the report shows that more, than two-thirds of all tranquilizers prescribed are for women. Housewives use a significantly higher proportion of mood-altering drugs than working women.

Asia

The Fitness Trend

About 70 percent of Japanese pay some attention to their health and fitness, according to a recent article in *Look Japan*. "Do Sports" is a common slogan. Kanda, a district in Tokyo well known for its bookstores, has added many sporting goods stores. Clubs feature tennis, swimming, and aerobic dancing. Elderly Japanese play gateball (a Japanese version of croquet), and daily sports newspapers show up in the hands of commuters in place of regular newspapers.

Look published some data from a 1982 survey carried out by the Prime Minister's Office on people's attitudes toward health, physical fitness, and sports.

According to that survey, 73 percent of men and 56 percent of women work out regularly or engage in some kind of physical activity. Of those in their 20s and 30s, 80 percent say they enjoy some form of physical activity.

The table lists different types of activities and estimates the number of Japanese that participate in those activities. Percentages add up to more than 100 because multiple responses are allowed.

Look Japan is a monthly tabloid newspaper devoted to business and trade with Japan as well as cultural exchange. It is published by The Look Japan Ltd., 2, 1-chome, Kanda Ogawa-machi, Chiyoda-ku, Tokyo, Japan. A subscription in the United States is $50.00 annually.

Numbers of Japanese Who Enjoy Different Sports (Aged 20 and over)

Sport	*Number (in millions)*	*% Total Population*
Gymnastics	21.6	26
Playing Catch	15.8	19
Softball	11.6	14
Bowling	11.6	14
Swimming	10.0	12
Jogging	9.1	11
Fishing	9.1	11
Walking	9.1	11
Baseball	7.5	9
Volleyball	6.6	8
Tennis	6.6	8
Golf	6.6	8
Ping Pong	5.0	6
Skiing	5.0	6
Hiking	5.0	6
Cycling	4.2	5
Mountaineering	4.2	5
Folk Dancing	3.3	4
Camping	3.3	4
Ice Skating	2.5	3
Indoor Exercise	2.5	3
Other Ball Games	2.5	3
Gateball	1.7	2
Track	1.7	2
Judo, Kendo	0.8	1
Boating, Yachting	0.8	1
Orienteering	0.8	1

Population Growth in Japan

Japan's population grew only about half of one percent during 1983, according to estimates of the Statistics Bureau of the Prime Minister's Office.

The population is now about 119 million, up 790,000 from a year earlier. Tokyo is still the most populated urban area. Chiba, Nara, Saitama, and Kanagawa grew fastest in 1983. Population declined in Akita, Shimane, and Wakayama prefectures.

Malaysia

About 82,000 additional households in Malaysia will get electricity as a result of a new World Bank project. Electrification will be expanded in the less-developed areas of Kedah, Kelantan, Trengganu, Pahang, Johor, and Perak.

Africa

Mauritius

The South African Press Association reports that Hong Kong businessmen who feel threatened by the expiration of Great Britain's lease on Hong Kong are moving to Mauritius where they feel they can duplicate closely the conditions that made their fortunes in the Far East.

By the end of this year, Hong Kong-financed projects in the Mauritian industrial development zone are expected to provide the island with 10,000 extra jobs.

The influx has boosted tourism and hotel development. More than 30 percent of the island's visitors come from South Africa, and South Africa is expected to provide primary markets for the industrial output of Mauritius. •

Publications

Demographic Yearbook 1982, New York: United Nations, 1984, 1043 pp., $85.00 cloth; $75.00 paper. U.N. Sales No. E/F.83.XIII.1. Order from U.N. Sales Office, Room A-3315, New York, NY 10017.

Marriage and divorce is the special topic of this 34th issue of international demographic statistics from the United Nations.

Summary tables on marriage and divorce are followed by those presenting detailed statistics on marriage and divorce by age and other demographic characteristics and also statistics on population by marital status and household composition. Urban and rural components of the country-wide statistics are shown whenever possible.

The regular collection of data includes the United Nations' latest information, country-by-country, on population size, natality, mortality, nuptiality, and divorce for about 220 countries or areas of the world. Tables give a world summary of basic demographic statistics followed by tables on the size, distribution and trends in population, natality, infant and maternal deaths, and general mortality.

Basic Statistics of the Community, Luxembourg: Statistical Office of the European Communities, 1983, 289 pp., $5.00. Order from European Community Information Service, 2100 M Street, NW, Suite 707, Washington, DC 20037; telephone (202) 862-9500.

This is the 21st edition of a handbook of basic data for the European Community. Countries included in the tables are Belgium, Denmark, West Germany, Greece, France, Ireland, Italy, Luxembourg, the Netherlands, and the United Kingdom. Comparisons are often given with other countries including the United States, Canada, Japan, Turkey, Spain, and Portugal.

The section on population and social conditions includes basic population data not only for the countries, but for some areas of each country as well. The size of households is described, as are 1981 data for births, marriages, and deaths. Data are given on education, labor force, average weekly work hours, wages, and social benefits. Economic data make up the largest proportion of the handbook.

Statistical Yearbook Transport, Communications, Tourism, 1981, Luxembourg: Statistical Office of the European Communities, 1983, 168 pp., $25.00. Order from European Community Information Service, 2100 M St., N.W., Washington, DC 20037; telephone (202) 862-9500.

If you want to know the trend in hotel beds, camping spaces, telex communications, the stock of different types of motor vehicles and trucks, or the number of traffic victims killed and injured in any one of the European Community member countries, this is the place to look.

Rapid Population Change in China, 1952-1982, by Ansley J. Coale, Washington, DC: National Academy Press, 1984, $12.50 (prepaid). Order from National Research Council, 2101 Constitution Ave., N.W., Washington, DC 20418.

Recently-released population data from the People's Republic of China disclose astonishing reductions in birth and death rates over the last 30 years.

A National Research Council committee analyzed information from the 1982 population census, a large-scale follow-up survey of fertility, and previously unpublished data from two earlier censuses to write this report. The data now available made it possible for the first time to make an accurate and detailed analysis of population trends since the establishment of the People's Republic.

"The accuracy and fineness of detail of the information about the Chinese population now exceed the accuracy and detail of what is known about almost every other less-developed country in the world," the committee says.

Over the 30-year span covered by the Research Council study, China has exhibited sharp decreases in both birth rate — the annual number of babies born per 1,000 population — and total fertility rate — the average number of children born to each woman of childbearing age. The birth rate has dropped from 45.1 per 1,000 to 21.3 per 1,000, and the total fertility rate has declined from 6.47 children per woman to 2.66 children per woman.

Death rates have also fallen dramatically, according to the report. Life expectancy has increased strikingly — from 42 years for men and 46 years for women in the 1950s to 66 years for men and 69 for women in 1981. Using newly-released information, the committee estimates that the death rate has dropped from above 20 per 1,000 in the early 1950s to about 8 per 1,000 in the early 1980s.

Statistics — Asia and Australasia: Sources for Social, Economic and Market Research, 2nd edition, by Joan M. Harvey. Kent, England: CBD Research Ltd., 1983, 440 pp., $145.00. Order from Gale Research Company, Book Tower, Detroit, MI 48226.

For each country in Asia and Australasia the following sources are covered: central statistical office and other statistics-collecting organizations; principal libraries housing statistical collections; libraries and information services located in other countries; principal bibliographies of statistics and major statistical publications in such fields as production, external trade, internal distribution and service trades, population, social, finance, transport, and communication. Full bibliographic information is given for each publication cited with a description of its contents.

The Management of Intercultural Relations in International Business, a Directory of Resources, edited by George W. Renwick. Chicago: Intercultural Press, Inc., 1982, $4.50. Order from Intercultural Press, Inc., 70 W. Hubbard St., Chicago, IL 60610.

Although out of date, this directory may provide useful resources for people just getting started in the international arena or those who may have received a change in assignment — from strategic planning to personnel, for example. It could be especially useful for a human resources planner putting together reading materials for staff who have a new overseas assignment. Sources are organized under such headings as "Transfer of Personnel," "How Foreigners See Americans," and "Relations with Nationals from Specific Countries," and consist primarily of books and articles from about 60 journals and magazines.

Urban Development in the Third World, edited by Pradip K. Ghosh. Westport, CT.: Greenwood Press, 1984, 546 pp., $45.00. Order from Greenwood Press, 88 Post Road West, Box 5007, Westport, CT 06881.

While this volume is compiled mainly for urban development policy planners, it is useful to the strategic planner for a multinational firm who is interested in understanding more about why urbanization develops the way it does and what can be expected by the end of this century. Chapters include discussions of the limitations of the data available from urban areas, the factors that contribute to urban growth and housing as well as several urban policy aspects.

Statistical tables from The World Bank and the United Nations are included, but most data are on a country-wide basis rather than a city-by-city basis. An extensive bibliography which covers English-language literature since 1970 and a directory of sources is also included.

The Business of Demographics, by Cheryl Russell. Washington, DC: The Population Reference Bureau, 1984, 40 pp., $4.00 plus $1.00 postage and handling. Order from Population Reference Bureau, Inc., 2213 M St., N.W., Washington, DC 20037.

Although it concentrates on the work of demographers in business in the United States, this booklet is of interest to any person who uses demographic data in business or who teaches the use of demographic information to students who will eventually use it in business. A listing of private demographic data companies is included as is a listing of colleges and universities that offer a degree concentration in business or applied demography or offer courses in both. •

ATW / *continued from p. 2*

have the biggest gains in U.S. visitors. That honor goes to Jamaica, which had 42 percent more traffic from the United States in 1983 than in the previous year. Brazil gained 39 percent in visitors — about 140,000 Americans departed for Brazil. Colombia, Greece, and Japan each gained more than 25 percent in U.S. visitors.

While Mexico and England got the most U.S. visitors, Japan sent the most tourists and business travelers to us. Fifteen percent of arrivals in the United States were from Japan and nearly 14 percent were from England. Visitors from all countries except the Bahamas declined between 1982 and 1983, undoubtedly the result of the strong dollar that makes it more expensive for foreigners to travel in this country.

Conference

"International Marketing Research" will be the theme of a symposium jointly sponsored by the International Chamber of Commerce and the European Society for Opinion and Marketing Research in Paris, November 26 through 28.

Topics will include the market for market research in Western Europe, cost comparisons of market research in Western Europe, assessing worldwide market potential through online data banks, multinational telephone surveys, and research in less developed countries, including Africa. One session will be devoted to international research from the U.S. perspective. Technical subjects will also be discussed.

For a complete program and registration forms, contact ESOMAR Central Secretariat, J. J. Vittastraat 29, 1071 JP Amsterdam, The Netherlands.

Political Risk

Political risk will be the subject of a conference October 22 and 23 at the Halloran House in New York City featuring the senior advisors of Frost & Sullivan's political risk services. There will be a briefing on each region of the world, a panel on the international debt crisis, and a forum on global trends.

Registration information is available by calling Victor Hertz at Frost & Sullivan in New York City at (212) 233-1080 or Tim Kitson in London at 01-486-8377. •

SRG / *continued from p. 3*

ics and media habits. Reports cover such product areas as toiletries, hair care products, cosmetics, fast food restaurants, insecticides, soft drinks, health food drinks, liquors, and household cleaning products.

All the SRG companies participate in syndicated studies on a range of products including beverages, cosmetics, household products, toiletries, fast food restaurants, alcoholic drinks, small appliances, insecticides, automotive products, and office equipment. Stafford is presently organizing a multiclient project on the microcomputer market in Asia and the Pacific. A multiclient infant feeding project is also in the works.

Using the wealth of information it gleans from its many surveys and monitoring services, SRG also publishes a continuous supply of up-to-date information about Asia-Pacific markets.

This year, for example, it has released a *Pulse Factbook* on the Philippines which includes the latest government data on population, income and expenditure patterns, price and wage indices, and socioeconomic data culled from omnibus surveys conducted in the Philippines. The price of the *Pulse Factbook* is $130.

The Indonesian Consumer 1984 is a comprehensive document that includes data on 1976 population, new trends as revealed by the 1980 census, population and income distribution in specific Indonesian cities, market size, households, corporate consumers, promotion strategies, distribution, and the retail trade. Data is from both published government sources and findings from Survey Research Indonesia's work for the past eight years. This volume is priced at $2,250. Multiple copies are available at a reduced price. •

SRG International Ltd. is located at 80 East 11th Street, New York, NY 10003; telephone (212) 260-6500.

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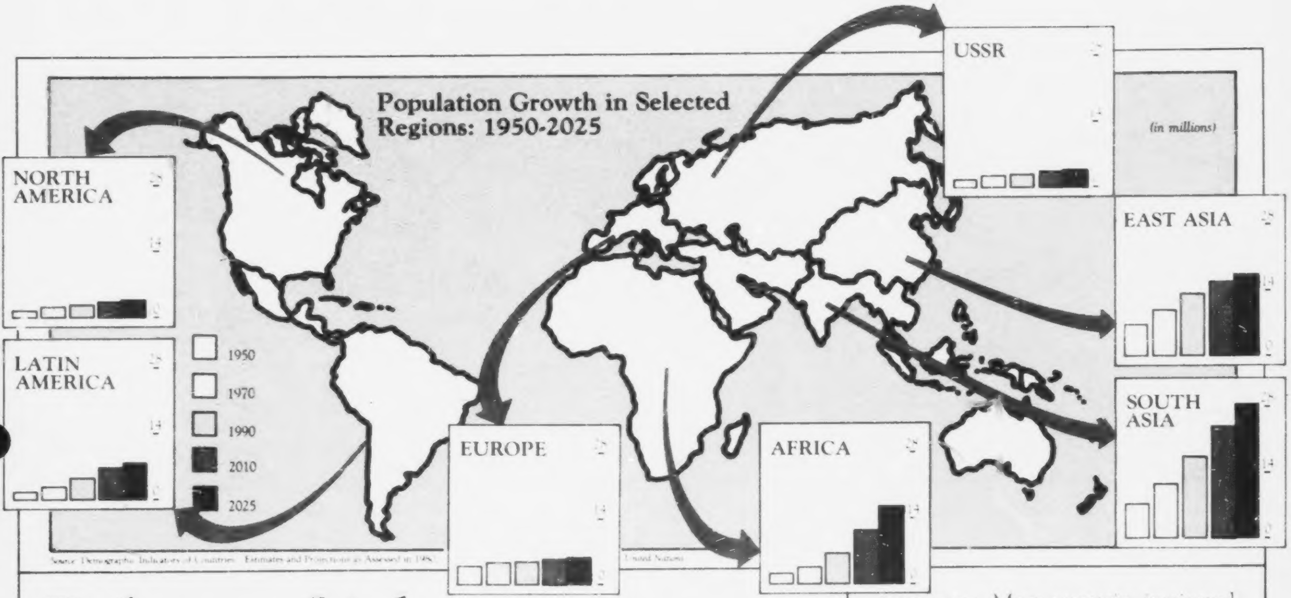
October 1984, Vol. 3, No. 10

INTERNATIONAL DEMOGRAPHICS



Source: Demographic Indicators of Countries: Estimates and Projections as Assessed in 198 United Nations

Delegates Link Population Programs and Economic Growth

"The South hopes The North will succeed economically so that The North will continue to provide assistance. The North hopes The South will succeed to pay back the debts they owe."

This simple statement of the economic interrelationship between developed and developing countries was one participant's summary of the proceedings of the International Population Conference held in Mexico City in August.

Since the last such conference in Bucharest in 1974 there has been a dramatic shift in attitudes of developing countries. In 1974 only a small number of countries were aware of the way their population growth rates affected their economic goals, only a few had taken a census, of the ones that had taken a census only a few had the analytical skills to use the census, and a very few had instituted policies to reduce their population growth rates.

But in the developing countries in the interim, health care improved, mortality dropped (even though not to the extent recommended in 1974), more babies began to survive, adults began to live longer, and awareness of the relationship between social and economic development grew. Most countries instituted a population policy during that period.

A review of the official statements from the 150 countries represented at the conference reveals a consistent theme: when resources are used for food, clothes, shelter, and basic services, they can't be used for development, no matter what kind of economic program or political system a country may have.

continued

Inside

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COUNTRY PROFILE: CHINA

For example, the Chinese delegate said that his country's policies have promoted a lower birth rate: "The people's living standards have been obviously improved with gradual annual increase of per capita income. All this has proved that the policy decision, of promoting family planning to control population growth along with planned economic development, is a correct one."

The Japanese delegate commented that once its population growth was moderated, economic development followed.

The Zambian delegate said her country's high population growth rate, among the highest in Africa, creates the necessity to sustain a high agricultural growth rate as well. "The main issue of development in Zambia is to raise the standard of living of the bulk of the population . . . To improve the standard of living of the people with a rapidly growing population requires high rates of productive investment that could in the long run facilitate increased rates of savings and economic growth. Such investment may be difficult to achieve since a rapidly-growing population necessitates the diversion of large amounts of the limited financial resources to the provision of essential social services."

Most countries came to the conference requesting not just development aid but population assistance that will let them provide programs consistent with their own cultures. As the division between North and South has grown more pronounced, the effect of population growth rates on countries' economies have become clearer not only in theory, but by example.

There are two types of examples: First, those where population growth is so rapid that the country is unable to provide the goods and services the people need, and second, those where a population policy has brought the growth rate to a reasonable level. In the second type — China is an example — there may be a more difficult challenge in the years ahead. Those whose population has been growing rapidly and which now have 30 to 50 percent of their population aged 15 and under will face a resurgence in their growth rates when this very young population comes of age. Economic development could well go awry if the governments are unable to provide the services and jobs that will be required when these large young populations start having families of their own.

Even in countries that have been successful in encouraging smaller families, economic incentives must continue if the trend is to continue. It is at that point in a country's development that it seems appropriate to bring free enterprise into the equation. Even Singapore, Japan, and Korea, which are now examples for far less developed countries, started with population policies designed to lower their growth rates.

With the exception of the United States, most developed countries are responding to the call for more population assistance. The World Bank has announced it will double its assistance for such programs. ●

—Jane Boorstein

Jane Boorstein is International Demographics' United Nations correspondent.

Seminars

The European Society for Opinion and Marketing Research has announced three seminars of interest to marketing researchers:

"Are Interviewers Obsolete? — Drastic Changes in Data Collection and Data Presentation," November 7-10 in Nice, France.

Topics include CATI systems; improving the quality of telephone interviewing; computer assisted questionnaire design; conjoint analysis with CATI; the use of viewdata panels; the role of the personal computer in data collection, data analysis and presentation; and interactive access to on-line survey data bases.

There is a call for papers for two other seminars: "Assessing and Improving the Quality of Financial Services: How Research Can Help," to be held February 3-6, 1985 in Zurich, Switzerland, and "Pharmaceutical Competitor Analysis, A Guide for Marketing Researchers," to be held February 27-March 2, 1985 in Lisbon, Portugal.

Information on submitting papers, complete programs, or registration details for all three seminars may be obtained from ESOMAR Central Secretariat, J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands; telephone (020) 64.21.41; telex 18535 ESOMAR NL. DW ?

The Fifth International Symposium on Forecasting, designed to bring together decision makers, forecasters, and researchers from universities, government, and business will be held in Montreal, Canada, June 9-12, 1985. The symposium is organized by the International Institute of Forecasters in collaboration with the Faculty of Management at McGill University.

Keynote speakers will include Janet Norwood, commissioner of the U.S. Bureau of Labor Statistics, Allen Sinai, chief economist of Lehman Brothers Kuhn Loeb Inc., and Martin Wilk, chief statistician of Canada, among others.

For more information or to submit abstracts, contact Robert Carbone, Faculty of Management, McGill University, Montreal PQ, Canada H3A 1G5; telephone (514) 392-4251.

An Export Marketing Symposium focusing on the needs of the small and medium size manufacturer of high technology products will be held from 2 to 5 p.m. at the Anaheim (CA) Convention Center as part of a larger exposition on high technology. For more information, contact Deanna Myerson, Wescon/84, 8110 Airport Blvd., Los Angeles, CA 90045; telephone (213) 772-2965. ●

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Intermarket Research

A new international marketing research company with a long history has been formed in New York City.

Anna Maria Sarmento and Eduardo Joly teamed up early this year to form Intermarket Research, an independent marketing research firm with affiliates in several countries.

Under the name Marplan, the firm had been part of the Interpublic group of companies since 1957. Sarmento was research director and executive vice president. Joly was associate research director. Early in 1983, the firm's name was changed to Intermarket Research and it only recently became totally independent.

A native of Brazil, Sarmento has lived in this country for 20 years. She earned her master's degree in sociology at Columbia University. During her 20 years with Marplan she directed a wide variety of research including exploratory concept tests, product acceptance studies, and large sample marketing studies analyzed by advanced multivariate statistical techniques. She has worked in packaged goods, high technology, and banking among other industries.

Joly was born in Argentina and received both his graduate and undergraduate degrees in the United States. Prior to joining Marplan in 1981, he was senior project director with Burke International in Argentina. He also served as research and project consultant for projects for such United Nations organizations as UNDP, UNFPA, UNECSO, and FAO.

Intermarket Research offers a complete range of research in consumer, retail, and industrial markets. Its aim is to provide practical guidance in problem solving and to not just provide analysis, but also conclusions, Joly says. Services include worldwide desk research, qualitative and quantitative marketing research, new product studies, retail distribution studies, tracking studies, and corporate image analysis. Both qualitative and quantitative research can be provided multilingually.

Currently Intermarket Research is conducting studies in the United States, Brazil, Colombia, Venezuela, Ecuador, Panama, Puerto Rico, Japan, South Africa, United Kingdom, Netherlands, Belgium, Germany, Italy, France, Portugal, Spain, Greece, Sweden, and Switzerland.

Intermarket Research's strength is in Latin America, although one of its clients depends on it for on-going tracking research in several European countries where it is using trend data to evaluate its performance in various national and regional markets.

"We have a lot of experience in conducting the same type of research in various cultures at the same time," says Joly, the firm's vice president.

For example, Intermarket has been tracking one client's success in creating corporate image and advertising strategy overseas since 1976.

"There is all this talk recently about world advertising," Joly said, "but world advertising has been going on for years. The question for a multinational company is to find out whether its unified corporate image and advertising strategy is successful."

Sarmento and Joly spend as much time as is necessary in the field to get the job done for their clients. "It depends on the job," Joly said. "If it is the first time we are using a certain methodology in a market, there would be a high likelihood we would go to the country. If the methodology is one we have used before there we might not. In the case of a tracking study, for example, which may have been going on for several years, it probably isn't necessary and we don't go."

Joly said it is very likely either he or Sarmento would be at the scene of a qualitative study such as a series of focus groups. "Where there is the ability for us to incorporate changes midway in the project, such as in focus group research, we would want to be there to listen in because we know what the client in the United States is looking for," he said.

At the time *International Demographics* spoke to Joly, Sarmento was in Brazil working for a client. Intermarket Research's field suppliers tend to be full-research service houses throughout the world. Some are partners such as Marplan Brazil. Others are affiliates with whom it works on a regular basis.

"We usually work out the project objectives, the methodology, and the questionnaires here with our clients. Then we instruct the local research firm that recruits, trains, and carries out the sampling procedures based on our research design. They conduct interviews and send the data back to New York for processing. Sometimes we are there to pilot the questionnaire and help with training, but it is not always necessary," Joly said.

Intermarket takes on projects ranging from a few thousand dollars for a consultation to $100,000 or more for a full-scale research project. In the past five years, its clients have included such firms as American Home Products, Arby's, Bausch and Lomb, Coca-Cola, American Cyanamid, General Electric, General Mills, and Mitsubishi, among others.

Domestically, Intermarket Research has recently been involved in attitude and opinion research among Hispanics.

Intermarket Research's New York office is at 347 5th Avenue, Suite 1008, New York, NY 10016; telephone (212) 686-7718; telex 427620 INTMAR.

Country Profile
China

The People's Republic of China projects the dual image of leader of the Third World and rising superpower. Sharing borders with 12 Asian nations, by economic standards China is considered a developing country. With the world's largest population, however, sheer size gives China the strength characteristic of the world's superpowers. China's commitment to socialism has not precluded her recently from borrowing technology from the West to hasten development.

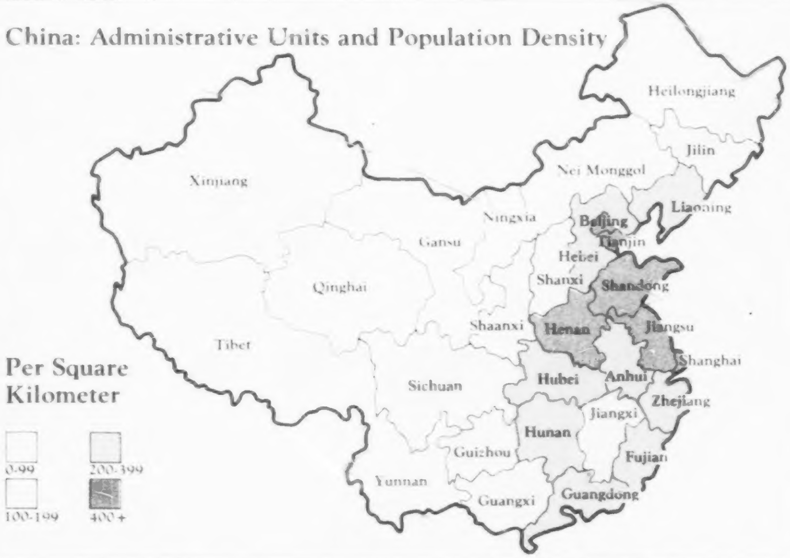
Faced with a population that has doubled since the beginning of the Communist regime in 1949, an inefficient centrally planned economy, and a people disillusioned by ten years of political turmoil, China's leaders have embarked on an ambitious path to achieve the Four Modernizations (agriculture, industry, science and technology, and defense) by the year 2000. Success of the modernization policy will lead to a China of "small prosperity" in which annual per capita income will be double the current level of about $400 per person.

Industrial and agricultural growth have outpaced population increase in China, but the government forecasts that without stringent population control continued economic growth will be difficult. Foodgrain output per capita was only 7 percent higher in 1980 than in 1957. From 1949 to 1979 population grew at an annual rate of 2 percent; by 1980 population growth had slowed to 1.2 percent. Between 1957 and 1979 per capita GNP grew from 2.5 to 3 percent annually. China has the world's sixth largest GNP, but has never surpassed the twentieth rank in world trade statistics.

In 1982, with assistance from the United Nations, China conducted the largest census in history. The results confirmed estimates that China's population had passed the 1 billion mark; the population of the mainland was 1,008,175,228. The census included all minority areas. China also conducted a national fertility survey in 1982.

The reported error rate, a 0.015 percent overcount, is of questionable reliability, since such rates have never been achieved elsewhere (the 1980 U.S. census reported an undercount of 2 to 3 percent), but international demographers agree that the count was accurate (see *International Demographics*, Vol. 2, No. 1, Jan. 1983). Until this census, not even the Chinese government was certain about the population of the nation. China conducted censuses

China: Administrative Units and Population Density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Jiangsu
Tibet
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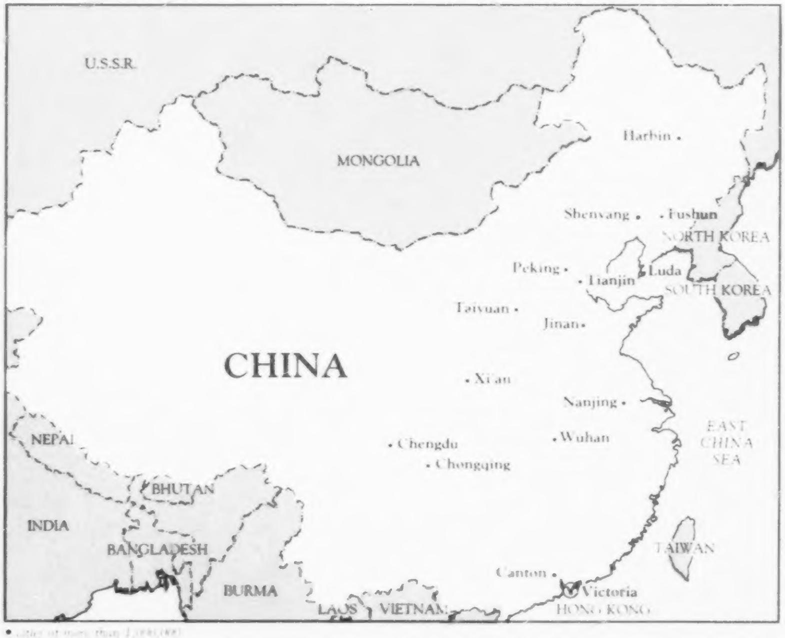
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EAST CHINA SEA
NEPAL
Chengdu
Wuhan
Chongqing
BHUTAN
INDIA
BANGLADESH
TAIWAN
Canton
Victoria
HONG KONG
BURMA
LAOS
VIETNAM

• cities of more than 1,000,000

in 1953 and 1964, but both counts were considered low and much of the information was classified until recently. Detailed statistics from the 1982 census are due to be published later this year. China's 1983 population was 1.025 billion.

Regions and Cities

The mainland of China is divided into 21 provinces, 5 autonomous regions and 3 centrally administered municipalities. Northern provinces include Liaoning, Jilin, Heilongjiang, Hebei, and Shanxi. Shaanxi, Gansu, and Qinghai are located in the northwest. Shandong, Jiangsu, Zhejiang, Anhui, Jiangxi, and Fujian comprise China's eastern region. The central south includes Henan, Hubei, Hunan, and Guangdong. Sichuan, Guizhou and Yunnan are located in the southwest. Autonomous regions include Nei Monggol (Inner Mongolia), Ningxia, Xinjiang, Guangxi, and Tibet. Beijing, Tianjin and Shanghai are China's centrally-administered municipalities.

China has 3,400 cities and towns; 7 cities have populations over 2 million and 8 have populations between 1 and 2 million. Because administrative boundaries have been redefined, Chongqing in Sichuan province is China's largest city, with a population of 14 million. Shanghai, with 11 million residents, ranks second, and Beijing, with over 9 million inhabitants, is China's third largest city.

China maintains a stringent internal migration policy restricting rural residents from moving to cities. China has thus avoided the burgeoning growth of cities as experienced by most developing nations. Peasants do travel to towns and cities to sell produce, but return home after the markets close.

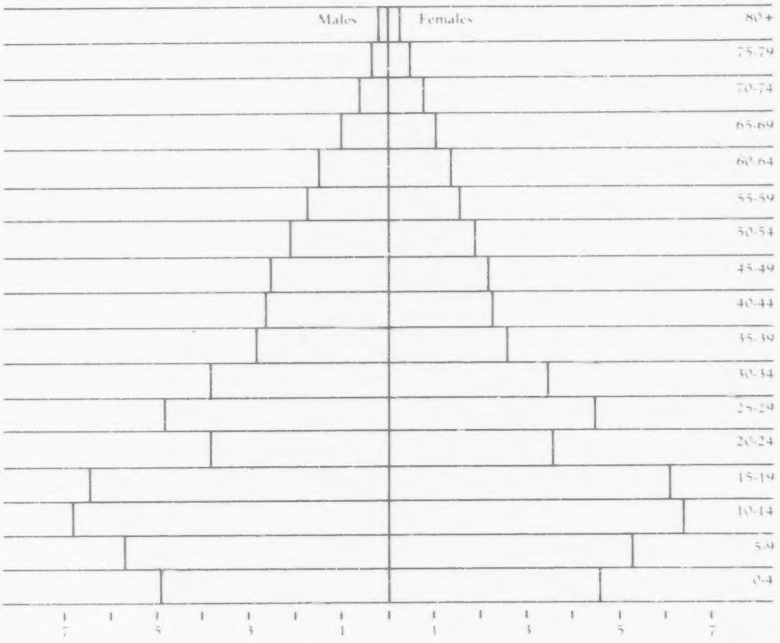
About 800 million people, 80 percent of China's population, live in the countryside. To insure balanced growth between rural and urban areas the government has provided resources for the growth of market towns and medium-sized cities. These urban areas could soon absorb a portion of the countryside's excess labor force.

China's population is heavily weighted to the east, with 97 percent of all people living in only 40 percent of the country's total area. Population density in this area ranges from 100-400 persons per square kilometer. In contrast, the north and west have population densities as low as 10 persons per square kilometer.

China's topography has been described as a staircase, beginning in the west at the top of the Qinghai-Tibet plateau and descending to the shore of the East China Sea. The northeast is industrialized and contains rich oil and coal deposits. The largest agricultural area of China is the North China Plain, although this area is not the most fertile. China's capital, Beijing, is located in this region. The North China Plain lives with the threat of flooding from the Huanghe (Yellow River). Central China, primarily Sichuan province, is also an agricultural area. The Changjiang (Yangtze River) region is both industrialized and agricultural. Shanghai is located in the Changjiang Delta. South China is tropical and semi-tropical, with fertile agricultural areas and mountainous regions. South China contains Guangzhou (Canton), China's passage to the South, and most of the

Population of China by Age and Sex: 1982

(in percent)



Age	Total Population	Male	Female
All ages	1,003,937,000	5,152,969,90	4,886,400,10
0-4	94,730,469	48,999,493	45,730,976
5-9	110,747,800	57,049,028	53,698,769
10-14	131,821,453	67,871,428	63,950,025
15-19	125,330,780	63,757,297	61,573,487
20-24	74,322,960	37,860,817	36,462,143
25-29	92,604,538	47,788,416	44,816,122
30-34	72,969,422	37,911,964	35,056,457
35-39	54,211,284	28,550,148	25,661,136
40-44	48,388,094	25,796,126	22,591,968
45-49	47,370,915	25,050,647	22,320,268
50-54	40,856,744	21,564,138	19,292,606
55-59	33,914,261	17,502,265	16,411,996
60-64	27,386,528	13,716,632	13,669,896
65-69	21,270,235	10,176,486	11,093,749
70-74	14,351,045	6,439,990	7,911,055
75-79	8,609,796	3,498,140	5,111,656
80+	5,051,688	1,763,978	3,287,710

Source: 1982 Population Census of the People's Republic of China 10% Tabulations, 1983 nation's new special economic zones.

Ethnicity, Language and Religion

Unlike the situation in many other multi-ethnic nations, relations between China's 55 national minorities and the majority Han nationality are remarkably cordial. According to the 1982 census, minorities comprise only 6.7 percent (67.2 million) of the population, but are spread over nearly 60 percent of the country. Many of China's minorities live along the nation's border regions such as Inner Mongolia and Ningxia in northern China, Xinjiang in the northwest, Yunnan and Tibet in southwest China, and Guangxi in the south. China maintains 5 autonomous regions and 30 autonomous prefectures for areas inhabited predominantly by minorities.

Many of the minority groups number in the thousands but 15 ethnic groups each have more than 1 million people. These are the Zhuang, Hui, Uygur, Yi, Miao, Tibetan, Mongolian, Manchu, Bouyei, Korean, Yao, Dong, Bai, Hani, and Tujia.

The policy of equality among all ethnic groups in China is upheld in the Constitution. Minorities are guaranteed representation in both regional and national governments. Meanwhile, these groups are encouraged to preserve their heritages, cultures, and languages.

The Chinese written language, using ideograms, is fundamentally different from the phonetic languages used in the West. The more than 40,000 characters of the Chinese written language have recently undergone simplification. This transformation makes literacy more possible for all Chinese. It is not uncommon to see Chinese from different regions communicating with writing, since some of China's spoken dialects and other languages such as Cantonese use the same written form.

China's official language is Mandarin, or "common language," as it is called in China. While children are taught Mandarin in school they also speak the dialect of their town or village in addition to any other dominant language in their area. The Constitution guarantees use of one's native language in official or legal proceedings.

Since 1949 the government has provided support to create written forms for those minority languages without systems of writing. Not all of China's languages share the Mandarin written form since some belong to the South Asian, Indo-European, or Altai families.

China: A Look at the Demographics

(1) Administrative Unit	(2) Capital	(3) Area (1,000 sq. km)	(4) Population 1982	(5) Birth Rate 1982	(6) Death Rate 1982	(7) Rate of Natural Increase 1982
All China	**Beijing**	**9,600**	**1,008,175,228**	**20.91**	**6.36**	**14.55**
Beijing		16.8	9,230,678	17.55	5.78	11.77
Tianjin		11.3	7,764,141	18.60	6.10	12.50
Hebei	Shijiazhuang	180+	53,005,875	23.99	6.05	17.94
Shanxi	Taiyuan	156	25,291,389	20.31	6.54	13.77
Nei Monggol	Hohhot	1,200	19,274,279	23.11	5.77	17.34
Liaoning	Shenyang	140+	35,721,693	18.53	5.32	13.21
Jilin	Changchun	180+	22,560,053	17.67	5.32	12.35
Heilongjiang	Harbin	460+	32,665,546	19.79	4.95	14.84
Shanghai		6.2	11,859,748	16.14	6.44	9.70
Jiangsu	Nanjing	100+	60,521,114	18.47	6.10	12.37
Zhejiang	Hangzhou	100+	38,884,603	17.93	6.27	11.66
Anhui	Hefei	130+	49,665,724	18.73	5.20	13.53
Fujian	Fuzhou	120+	25,931,106	22.07	5.84	16.20
Jiangxi	Nanchang	160+	33,184,827	20.42	6.54	13.88
Shandong	Jinan	150+	74,419,054	18.84	6.26	12.58
Henan	Zhengzhou	167	74,422,739	20.64	6.01	14.63
Hubei	Wuhan	180+	47,804,150	20.17	7.33	12.84
Hunan	Changxia	210	54,008,351	21.11	7.03	14.08
Guangdong	Guangzhou	210+	59,299,220	24.99	5.54	19.45
Guangxi	Nanning	230+	36,420,960	27.25	5.61	21.64
Sichuan	Chengdu	560+	99,713,310	17.96	7.02	10.94
Guizhou	Guiyang	170+	28,552,997	27.89	8.48	19.41
Yunnan	Kunming	390+	32,553,817	25.36	8.60	16.76
Tibet	Lhasa	1,200	1,892,393	31.05	9.92	21.13
Shaanxi	Xian	200	28,904,423	20.35	7.10	13.25
Gansu	Lanzhou	450+	19,569,261	20.12	5.72	14.40
Qinghai	Xining	720+	3,895,706	26.65	7.48	19.17
Ningxia	Yinchuan	60+	3,895,578	29.65	6.08	23.57
Xinjiang	Urumqi	1,600+	13,081,681	29.08	8.41	20.67

Sources: (1)(3) *1982 Census figures, China Facts and Figures Annual. 1983*
(4)(8) *Important Information from the 1982 Census. 1983*
(9) *World Bank, 1982. China: Socialist Economic Development*

China's rich religious and philosophical heritage dates back to the 4th century BC. Confucianism, Daoism, Buddhism, and, most recently, Christianity, have each had a strong influence on Chinese culture and thought.

After Liberation Mao Zedong declared religion to be against the tenets of socialism and banned all forms of worship. The government has only recently begun to restore temples, churches, and mosques. Communist Party members still are not permitted to remain in the Party if they profess any religious faith.

Despite persecution, the number of Protestants in China has grown from an estimated 700,000 in 1949 to 1.5 million today. Worship services in national churches are closely monitored by the government, and house-church services are still held in secret. In 1982 a fund was established to encourage Buddhist culture and education, although worship is still frowned upon by the government. In addition, there are more than 13 million Muslims in the country. Concerned about the residue of feudalistic practices in the countryside, the government continues to outlaw ancestor worship.

Age Distribution

The dynamics of China's population have undergone a series of dramatic changes in the past two decades. The crude birth rate declined from an estimated 50 per thousand in 1963 to 21 per thousand in 1982. The crude death rate declined during the same period from 14 per 1,000 to 8 per 1,000, according to U.S. Bureau of the Census figures. A growth rate of 1.3 percent annually is given by 1982 census figures. A national sample survey in 1983 reported a year-end growth rate of 1.15 percent.

The decrease in the population growth rate can be attributed to a variety of factors, including more equitable and stable economic conditions, an improved standard of living, and China's stringent population control policy. The goal of the birth planning program is to prevent the population from exceeding 1.2 billion by the year 2000. To achieve this goal, the government exhorts couples to have only one child, offering a set of benefits to those who comply and imposing severe sanctions against those who do not. The one-child policy, successful in the cities, faces stiff opposition in the countryside. Western demographers project that the population will more likely reach 1.35 billion by the end of the century.

The total fertility rate, or the average number of children born per woman, further illustrates the decline in the birth rate in China. In

A Look at the Demographics / *continued*

Administrative Unit	(8) *Sex Ratio 1982*	(9) *Percent Urban 1979*	(10) *Population Density 1982*	(11) *Per-capita total industrial and agricultural output value, Yuan, 1981*	(12) *Population per hospital bed, 1979*	(13) *Population per barefoot doctor, 1979*	(14) *Life-Expectancy 1973-75*
All China	**106.3**	**13.2**	**106**	**757**	**503**	—	—
Beijing	102.4	58.5	547	2,629	325	300	69.53
Tienjin	103.1	65.6	688	2,880	413	406	70.92
Hebei	104.8	10.2	285	637	587	387	68.60
Shanxi	108.5	15.6	163	690	368	326	66.63
Nei Monggol	109.0	15.2	16	540	398	490	66.25
Liaoning	104.2	34.7	247	1,524	320	632	69.68
Jilin	105.0	21.7	120	860	366	595	65.84
Heilongjiang	104.9	24.5	70	1,058	345	633	70.36
Shanghai	99.3	52.2	1,909	5,558	237	471	71.97
Jiangsu	103.4	10.5	593	1,128	517	650	67.17
Zhejiang	107.7	6.5	385	860	633	479	68.43
Anhui	107.8	8.5	360	499	660	679	65.66
Fujian	105.9	11.2	215	552	543	649	67.25
Jiangxi	106.5	11.0	201	511	479	606	63.18
Shandong	102.9	9.5	490	739	626	371	n.a.
Henan	104.1	8.3	450	501	676	438	66.89
Hubei	105.5	9.7	256	764	426	505	n.a.
Hunan	108.1	7.0	260	577	452	539	62.49
Guangdong	104.6	5.7	282	634	766	795	n.a.
Guangxi	107.3	12.0	160	431	547	726	n.a.
Sichuan	106.6	9.4	177	473	557	530	60.10
Guizhou	105.2	14.1	163	303	683	927	59.25
Yunnan	102.8	6.5	83	407	536	681	60.57
Tibet	97.8	6.5	1.6	398	444	319	61.30
Shaanxi	107.4	12.0	141	544	527	332	64.56
Gansu	107.2	9.4	43	528	565	429	n.a.
Qinghai	106.0	14.6	5	526	349	356	61.28
Ningxia	106.2	16.9	59	528	512	595	62.28
Xinjiang	106.0	19.8	8	580	297	684	62.51

(10) *State Statistical Bureau Statistical Yearbook, 1983*
(11) *China Facts and Figures Annual 1983*
(12)-(14) *World Bank, 1982 China: Socialist Economic Development*

Family Structure: Kaixiangong Village, Jiangsu Province: 1936 and 1981

(in percent)

	1936	*1981*
Partial nuclear family	27.6	18.1
Nuclear family	23.7	39.0
Nuclear family with dependents	38.4	21.6
United family	10.3	21.3

Source: China Reconstructs, Vol. 31, No. 7, July, 1982

1953 a woman would give birth to an average of 6 children in her lifetime; by 1981 this figure had dropped to 2.6 children. The 1981 total fertility rate in rural areas was 3 and in urban areas 1.4, as low as the lowest ever recorded in Denmark and West Germany.

The sex ratio in China is 106 males to every 100 females. This aggregate statistic disguises regional differences in the sex ratio, reported to be more skewed in some areas as a result of the one-child policy and a traditional preference for sons (see sidebar). The government is extremely concerned about female infanticide and its possible adverse effects on the sex balance in the future.

Housing

China has a critical housing shortage despite government attempts to alleviate the problem. Between 1949 and 1979 the state provided 593.5 million square meters of housing space in urban, industrial and mining areas. In 1980 an additional 78 million square meters of housing space were completed, housing nearly 1.5 million families. For the most part multi-story apartment buildings replace single family dwellings. Construction will not adequately meet the demand for new housing for at least the next decade in many areas. An estimated one-third of urban residents lack sufficient living space. It is not uncommon for a family of four to live in two rooms. New apartments generally contain one or two bedrooms, a kitchen, a bathroom, and a hallway or small foyer.

The housing deficiency has been attributed to rapid population growth, poor capital construction planning, and the disruption caused by the Cultural Revolution. Population in mid-sized cities grew 83 percent between 1949 and 1978, whereas housing increased only 47 percent during the same period. The 78 million square meters of housing space completed in 1980 compare to only 18 million square meters constructed per year between 1966 and 1976.

Rent is low by international standards. Chinese pay only 2 to 3 percent of their income for housing. Including water and electricity, the total cost comes to no more than 5 percent of a family's income. Recently the government has allowed urban residents to purchase private housing.

Housing in China's countryside is much less constricted than in the cities. Many peasants live in large brick or mud-packed houses, although the architecture varies by region. Peasants can construct private homes or rent collectively-owned dwellings.

Households

In 1982 average household size ranged from a high of 5.2 persons in Qinghai and Yunnan to a low of 3.6 persons in Shanghai. Based on a study in Jiangsu Province, Fei Xiaotong, China's most noted social scientist, describes four Chinese family types and changes within the family between 1936 and 1981. The partial nuclear family type is one in which either the father or mother is missing, or in which unmarried siblings live without parents. The nuclear family consists of a married couple and their unmarried children. Nuclear families with dependents include a widowed mother or father, or other relatives. The united family, China's ideal family type, is a union of more than one nuclear family. In 1936, 38 percent of people, the largest group, lived in nuclear families with dependents (widowed parents or other relatives). Today the biggest group—39 percent — live in nuclear families without relatives. In accord with both the traditional Chinese insistence on family care for the elderly, and the acute housing shortage in urban areas, a substantial percentage of Chinese still live in united families or nuclear families with dependents (combined, 43 percent).

Within the family, lines of authority are more equitable between the sexes today, although for the most part females still leave their households and join their husband's family at marriage. Relations in the countryside are more patriarchal than in the cities. Throughout the country, Chinese women are engaged in productive labor outside the home, giving them a measure of economic security and bargaining power within the home. Women complain, however, that they carry a double burden, as men fail to carry out their fair share of the domestic duties.

Literacy and Education

China has traditionally honored scholars and valued education. An important component in the government's modernization campaign has been to increase literacy and to provide universal primary education. This policy was reversed during the Cultural Revolution when most schools and universities were closed; China is said to have lost a decade of educational advancement.

Literacy rates for people over 12 years of age increased from 61 percent in 1964 to 77 percent in 1982, according to census data. By 1982, 35 percent of Chinese had received a primary school education, 18 percent had attended junior middle school, 6.6 percent had some senior middle school education and only .06 percent had enrolled in university.

Both boys and girls are equally represented in primary schools, but boys outnumber girls at all higher educational levels. The most pronounced difference occurs in universities where only 25 percent of the students are female. Chinese authorities, including some in the All-China Women's Federation, attribute this to generations of female suppression and to the tendency of girls from middle school on to think only about boys and clothes. The traditional belief in men's inherently superior intellectual capacity continues to be widespread.

In order to make efficient use of scarce educational resources, China has reinstituted the system of key schools and universities, endowed with better facilities, faculty, and resources. Children test into these schools and are likely to remain in key schools throughout their educational careers. Admission to institutions of higher learning is based on a similar highly competitive examination system.

Health

Today the average Chinese can expect to live for 68 years, 18 years longer than in other low-income countries. This increase serves as a rough index of the improvement in health care and in the standard of living in China. According to The World Bank, China is on its way through an "epidemiological transition." Mortality from infectious diseases has decreased, while death from cancer and circulatory diseases is increasing. A 1975 epidemiological study in China showed cancer to be a leading cause of death in the country.

Preventive care has been the hallmark of China's drive to increase health standards in the country. Based on the premise that each community should at least have access to primary medical care, China's rural health care system is based on a three-tiered system. In 1981, 2,000 counties had at least one hospital, an anti-epidemic station, a maternal and infant health clinic, a health personnel training school and a pharmacy. Ninety percent of communes had their own health centers, and 61,000 health stations operated at the brigade level.

China's famous "barefoot" doctors work out of these health care stations and provide care for ten or more production teams in each brigade. Peasants pay into commune health insurance plans. In urban areas people either go to their work-unit clinics or pay for health services in city hospitals. By 1981 China had an estimated three to five million health care workers.

Family planning services, including check-ups, contraceptives, and birth planning operations (IUD insertions, abortions, and sterilizations), are free. Couples who sign the single child pledge also receive a package of benefits for themselves and their child. Mothers receive pre- and post-natal care while their children have access to free or subsidized medical care until the age of 14.

CHINA'S HOUSING

Ting Xuegen and his wife are members of the Evergreen Commune on the outskirts of the ancient city of Suzhou, a little more than an hour by train from Shanghai. Ting works in one of the commune's small factories, his wife on a production team on the commune's tea plantations. In their spare time, they take turns at a small sewing machine stitching embroidered fringes to women's silk hats, a sideline enterprise based on a contract with a Suzhou department store.

They estimate their total annual income at about 2,000 yuan (1 yuan equals 50 cents). With a family of two daughters, their per capita income of 500 yuan per year is well above the national average.

They live in a two-story, five-room brick and tile house built six years ago. Ting says it took them ten years to save the 4,000 yuan needed to buy the brick, tile, cement, glass and other materials required to begin construction. It also took two months of their own spare-time labor, working with neighboring families, to erect the seven-unit terrace of which their house forms a part.

By standards of industrialized countries, their new home is scarcely modern. There is no indoor plumbing. Furnishings are simple, almost spartan. But it contains more than three times as much space as the 30-square meter, one-story cottage from which they moved in 1977.

The improved living conditions of the Ting family provide a close up view of a phenomenon readily apparent in many parts of rural China and one that has evidently been growing apace for a number of years: the wholesale conversion of accumulated private savings into new and improved housing. Between 1978 and 1982, total new housing construction in China is estimated at 2 billion square meters, equivalent to all new housing construction in the previous years. A survey conducted in 1983 by the State Statistical Bureau among 19,000 rural households in 26 provinces and autonomous regions indicated that one family in every nine planned to build a new house that year. On the basis of an estimated 160 million rural families in China, this would represent nearly 18 million new homes and a staggering amount of both materials and labor.

(Although the need for new housing is apparent, the government is also trying to promote land use planning to spare valuable agricultural land from encroachment. There is also recognition of the demands for water and energy that the improvement of housing standards will cause.)

It seems questionable whether outsiders can truly grasp the dimensions of the challenge facing the Chinese in providing even modest housing standards as well as public services and the facilities for non-agricultural employment in rural areas, without in any way diminishing the available resources for food and fibre production.

There is one enduring impression, however, taken away from visits to a Chinese village, rich or poor. It is the palpable sensation that some sociologists have described as the "common rice bowl" solidarity of the extended Chinese family. It has survived three generations of national upheavals and can be traced, in this present case, in such tangible forms as pooled labor and interest-free loans among family groups. The sense of insecurity surrounding the rice bowl is mostly dissipated. In its place has come an urgent striving for a decent living environment adorned with a few of the trappings of the 20th century. If these strivings are fulfilled by the time the century has ended, it will probably represent one of the greatest collective human accomplishments of all time. •

—Peter Hendry

Peter Hendry is chief editor of Ceres.

Excerpted from "Land Use and Living Space," in Ceres, *the FAO Review on Agriculture and Development, Vol. 16, No. 6, 1983.*

Infant mortality has also been greatly reduced; the state, under the current eugenics scheme, seeks to guarantee that each couple's child will be a perfect, healthy child. Vaccinations are given against such common diseases as tetanus, diphtheria, measles, polio and tuberculosis. The 1982 census figures revised infant mortality rates upward to 35 infant deaths per 1,000 live births. The Chinese had claimed infant mortality rates of 12 per 1,000 in urban areas and 20 to 30 per 1,000 in rural areas. Census death counts may have been underestimated; infant mortality rates could be as high as 40 to 50 per 1,000 in China.

Economy

In 1978 China initiated a program to decollectivize the agricultural sector. The new responsibility system, under which farmers contract land and provide the state with a percentage of their output, has largely replaced communal farms. By the end of 1984 this new system should extend to all of China's farmland. The responsibility system now includes forestry, animal husbandry, and fishing. On average, a peasant family rents 7 to 8 mu (1 mu = .164 acres) of land and provides the state with 5 to 6 percent of their output. Specialized households, comprising 13 percent of all rural households, are engaged in commodity production or service trade for the agricultural sector.

The government is pleased with results of the new responsibility sys-

Improvement of People's Material and Cultural Life: 1979-1982

Source	*Unit*	*1979*	*1982*	*1982 as % of 1979*
Income of rural and urban inhabitants				
Per capita consumption of all inhabitants (3)	Rmb	175	266	152.0 (131.9)
Income of Peasants:				
Net annual income per capita (1)	Rmb	134	270	201.5
Income of staff and workers:				
Average annual wage per capita	Rmb	614	798	130.0 (113.6)
Annual income available for living expenses per capita (1)	Rmb	316	500	158.2 (138.3)
Annual consumption per capita (2)				
Grain	jin	391	451	115.3
Edible vegetable oil	jin	3.19	7.07	221.6
Pork	jin	15.30	23.5	153.3
Cloth	chi	24.1	30.0	124.6
Daily consumer goods		28.8	51.1	177.4
Living floor space per capita				
Urban areas		4.4 (4)	5.6	127.3
Rural areas		8.1	10.7	132.1
Transportation				
Bicycles per 100 persons		7.7	13.1	170.1
Buses per 10,000 persons		3.3	3.8	115.2
Savings				
Savings deposits of rural and urban inhabitants (year-end)		210.6	675.4	320.7
Savings deposits per capita (year-end)	Rmb 100 mil.	21.0	66.5	303.7
Culture				
TV sets per 100 persons		0.3	2.7	900.0
in urban areas		1.3	10.3	792.3
Radio sets per 100 persons		7.8	18.2	233.3
Newspapers per 100 persons per day	copy	3.15	3.79	120.4
Books and magazines per person per year	copy	4.77	7.31	153.2
Education				
Enrollment ratio of school age children	%	94	93	98.9
University students per 10,000 persons		8.9	11.4	128.1
Public health				
Hospital beds per 10,000 persons	bed	19.4	20.3	104.6
Doctors per 10,000 persons	person	10.8	12.9	119.4
Employment				
Number of persons supported by each employee (including the employee himself)	person	2.06	1.73	84.0
Retail, catering and service trades				
Number of shopping units per 10,000 person (5)	unit	13.0	38.0	292.3
Number of employees per 10,000 persons (6)	person	63.0	127.0	201.6

Notes: 1) *Figures obtained from household income and expenditure surveys, calculated on basis of number of persons in the household*

2) *Annual consumption of grain, oil, meat and cloth includes both direct consumption by inhabitants and by catering trade, food and clothing industries. Cloth also includes that for public use*

3) *The parenthesized figures indicate the change rate deducting increase in prices*

4) *Figure of 1979*

5) *Including those run by individuals*

6) *Including individual workers*

Source: Statistical Yearbook of China, 1983. *State Statistical Bureau, P.R.C.*

tem. Agricultural output is exceeding that forecast in national plans. In 1983 grain output was 380 million tons, a 9.2 percent increase over 1982 output. Still, in 1982, investment in agriculture was only 6.1 percent of the total investment in capital construction in the country. Experts agree that this level of investment is inadequate. Furthermore, urban expansion is reducing availability of agricultural land. Peasants, suspicious that the government might reverse the new agricultural policy, are reluctant to reinvest a substantial part of their profits in their farms.

The state continues to centralize planning for key construction projects, which have priority for resources. Most key projects involve energy and transportation, two of the weakest links in China's economy. Energy efficiency is low and many construction projects have encountered delays or cancellation because resources are scarce.

As of June, 1983, state-owned enterprises were converted to profit-based, tax-paying entities. This reorganization is designed to increase efficiency and output.

Foreign companies are encouraged to invest in China and to engage in joint-ventures. Special economic zones attract foreign capital as do offshore drilling agreements. In 1983, China used $1.96 billion in foreign exchange.

Tourism provides China with an additional source of foreign exchange. In 1982 9.5 million tourists (including overseas Chinese) spent 1.86 billion yuan in China.

The Labor Force

Since the 1950s China has maintained a policy of full and permanent employment for all Chinese. By the late 1960s full employment had become difficult to insure due to increasing numbers of yearly entrants to the labor market and slow economic growth. Mao's campaign which sent Chinese youth to the countryside during the 1960s was partly a mechanism to stem the tide of urban unemployment; now those 15 million youths have returned to the cities, exacerbating China's employment problems. Central allocation of jobs precluded the unemployed from searching for jobs on their own initiative. The result was unemployment, underemployment, and inefficient utilization of trained workers.

Since 1978 people have been encouraged to set up private enterprises and to seek employment. Middle school graduates, and "youths waiting for work," have been told that the government cannot guarantee job placement. The unemployment rate for young women ages 15 to 34 was 3.6 percent in 1982, higher than the 2.3 percent unemployment rate for young men in that age group. Both figures most likely underestimate unemployment, as they fail to account for the youths who have returned illegally to the cities from the countryside. In the meantime these youths are supported by their parents. College graduates are still assigned jobs after graduation. In 1983 a total of 6.28 million people were assigned or found work.

"URBAN YOUTH PAY ATTENTION TO NEW CLOTHING STYLES AND THEIR PARENTS BUY TELEVISIONS AND WASHING MACHINES."

The 1982 census figures reported that the labor force participation rate for those between ages 15 and 64 was 87.7 percent. Forty-four percent of workers were employed in the agricultural sector. Ninety percent of men work while 76.7 percent of women do so, still a considerably higher labor force participation rate for women than in most developing countries.

Women are disproportionately represented in light manufacturing and in the service industry. These are customarily labor-intensive, low-wage occupations.

Compared to the international average, China lacks a sufficient number of trained and skilled workers. According to a World Bank study in 1980, China has an average of 37 engineers, technicians, managers and administrators per 1,000 employees, while the average in 26 developed and developing nations was 87 per 1,000 employees. The shortage of economists, social scientists, and lawyers, as well as those trained in business and management, is also acute.

Seventy percent of urban and industrial workers have received only a primary education and most have pre-employment training. In agriculture, the ratio of technicians to agricultural workers was 1 to 1,000. China's decommunalization program will intensify the seriousness of this shortage; individual farmers will be less able to obtain the services of commune technical workers.

Income and Consumption

Peasants in poorer rural regions are economically disadvantaged. A 1982 survey found that yearly per capita net income had increased from 133 yuan in 1978 to 270 yuan in 1982. In 1983 2.4 percent of peasants received less than 100 yuan, 24.4 percent earned between 100-200 yuan, 37 percent between 200-300, 29.5 percent between 300-500 and 6.7 percent earned over 500 yuan. Newspapers carry stories of enterprising peasants who are earning thousands of yuan a year. Some experts express concern that the responsibility system will further exacerbate income differentials in rural areas that have less economic potential than others.

The 1982 sample survey found that peasants spent 67 percent of their income on food, 13 percent on clothing, 7 percent on fuel, 3 percent on housing, 6.5 percent on articles for daily use and 3 percent on recreation. In urban areas, 59 percent of monthly salary was spent on food, 15 percent on clothing, 10 percent on articles for daily use and .5 percent on culture and recreation.

Wages in China did not increase significantly between 1950 and 1977, contributing to low worker motivation and productivity during that period. Distribution of incomes has also been unequal, both in urban and rural areas. In some urban areas, the highest salaries are 20 times those of the lowest wage earners. Cadres and officials receive extra perks. A 1982 survey of income and expenses for urban workers and staff members found that average per capita monthly income rose from 42 yuan in 1981 to 45 yuan in 1982.

China's new economic policy permits Chinese to show interest in their material well-being. Peasants have become active consumers, purchasing housing, farm machines and tools, bicycles and televisions. Urban youth pay attention to new clothing styles and their parents buy televisions and washing machines. People are more concerned about quality and are now less likely to settle for poorly-constructed goods. In 1983, commodity purchases increased 9.7 percent over 1982 sales, and retail sales in all sectors increased 14 percent over retail sales in 1982. Market prices continue to be stable; the government does not want to lift price controls too soon.

Transportation and Communication

At the end of 1981 there were 900,000 kilometers of highways, 50,000 kilometers of railways and 180,000 kilometers of waterways in China. Since 1952 transportation of cargo by the above sources increased by nearly 1,500 percent. Seventy percent of China's cargo is transported by rail; China's highway system is ill-equipped for heavy traffic. Nine railway projects are underway to ease retail transport congestion. Inland waterways, historically important for domestic transport, continue to be improved.

China has eight ports along the eastern seaboard. These include Dalian, Qinhuangdao, Tianjin, Qingdao, Lianyungang, Shanghai (the largest), Huangpu, and Zhangjiang. With completion of eight harbor construction projects to install special docks and container berths, by 1985-1987 annual handling capacity will increase to 700,000 international standard carriers.

China's airline, the Civil Aviation Administration of China (CAAC), provides both domestic and international flights. China has three international airports at Beijing, Shanghai, and Guangzhou, and 28 domestic airports throughout the country. CAAC flies 17 international routes and has air agreements with more than 30 nations. The majority of passengers are foreign tourists and government officials. Chinese citizens must obtain permission from their work-units to travel by air, but most would not be able to afford the air fare anyway.

Few people own automobiles; 80 million own bicycles. There are a total of 30,000 buses and 4,000 streetcars spread throughout 221 cities. Eighty cities have taxi service, mainly for tourists.

The government has linked the nation through mass communication. In 1979, 114 radio stations and 38 television stations broadcast across the country. In 1982 there were 18 radios per 100 people. Televisions were more scarce, with only 2.7 per 100 persons, but they are becoming increasingly popular and affordable in China today. Community televisions and radios are accessible to all; few people can escape daily national radio broadcasts. In 1950 there were 2,000 loudspeakers in the country; by 1960 the number had risen to 4.5 million.

"FEW PEOPLE OWN AUTOMOBILES; 80 MILLION OWN BICYCLES."

In 1981 China produced 1.5 billion magazines and 5.6 billion books and pictures. In 1982 there were 7.3 books and magazines produced per person. Publication is part of the state sector under the guidance of the state Publications Administration, the Ministry of Culture, and the propaganda committee of the Communist Party.

China's largest newspaper, the *People's Daily (Renmin Ribao)* is published by the Chinese Communist Party. Other major newspapers include the *Liberation Army Daily*, the *Guangming* (a cultural newspaper), the *Worker's Daily*, and *China's Youth Daily*. Two hundred and sixty regional papers are produced daily. Some are for sale only to Chinese, others are further restricted to cadres. For foreigners, the *China Daily* is published in English. The New China News Agency, Xinhua, is China's official news agency. Founded in 1937 by the Communist Party, Xinhua releases news both within China and to the International press.

In 1980 China had an estimated 3.7 million telephones, excluding those operated by government and military organizations. Virtually all phones are installed in work places and most commune and brigade offices. The countryside, with 80 percent of the population, has only 50 percent of the telephones.

Sources of Information

The U.S. Bureau of the Census International Division maintains a China section which has a comprehensive collection of demographic information on China, including materials from the 1982 census. Contact either John Aird or Judith Banister at (301) 763-4012.

The World Bank publication *China: Socialist Economic Development*, based on a 1979 fact finding tour of China and updated in 1982, offers detailed information and analysis on China's economic and social sectors. Copies can be ordered from World Bank Publications, P.O. Box 37525, Washington, DC 20013. The three volume set is $40.00.

The Chinese government produces an annual *Statistical Yearbook*. The English version is available from Economic Information and Agency, 342 Hennessy Road, Hong Kong, for $30.00.

The Population Reference Bureau published a bulletin, *China: Demographic Billionaire*, in April, 1983. This can be ordered for $3.00 plus $1.00 for postage and handling from Population Reference Bureau, P.O. Box 35012, Washington, DC 20013.

The Chinese government often publishes texts of recent policies and current statistics in the *Beijing Review*. Subscriptions are available for $13.00 per year from Beijing (399), the People's Republic of China.

The *Far Eastern Economic Review* puts out an annual *Asia Yearbook* which includes concise country descriptions, especially from an economic perspective. The Yearbook is available from GPO Box 160, Hong Kong, for $19.95. •

Karen Hardee

Karen Hardee, who spent 1982 in China, is a Presidential Management Intern working at the International Division of the Census Bureau.

Publications

Social Science Research and Women in the Arab World, UNESCO, 1984, Dover, NH: Frances Pinter (Publishers) Ltd., 175 pp., $25.00. Order from Frances Pinter (Publishers) Ltd., 51 Washington Street, Dover, NH 03820.

In a unique meeting organized by UNESCO in 1982, a group of women social scientists from 12 Arab countries came together to discuss the state of research on women in their region and the ways in which future research could be made more relevant to the needs and concerns of Arab women. This volume contains eight studies prepared for this meeting by women specialists from Algeria, Egypt, Iraq, Libyan Arab Jamahiriya, Morocco, Saudi Arabia, Tunisia, and Sudan.

The contributors call for new research on women in the Arab world to be undertaken by women specialists who are natives of the region and who understand the complex social situation of Arab women today. This approach should avoid the biases and over-simplification often found in research done by outsiders. The research must have as its principal aims the enhancement of knowledge about the problems of Arab women and the improvement of their status.

Five essays cover social and science research in specific Arab countries; two deal with theoretical and methodological matters; and the final essay sums up with "A Survey of Trends in Social Sciences Research on Women in the Arab Region, 1960-1980."

World Development Report 1984. New York: Oxford University Press, 1984, 285 pp., $20.00 hardcover; $8.00 paper. Order from Oxford University Press, 200 Madison Ave., New York, NY 10016.

The annual World Bank report is devoted this year to population change and development. A special supplement contains population data from the database of The World Bank. The usual tables of development indicators are also included so that it is possible to use the development reports in a time series.

The report emphasizes the relationship between economic progress and slowing population growth. Tables and charts provide ample evidence of the necessity of reducing population growth. The economic costs of continued rapid population growth are demonstrated.

(For more information on the report, see p. 14, August *International Demographics.*)

Human Numbers, Human Needs by Paul Harrison and John Rowley, London: International Planned Parenthood Federation, 1984, $5.00. Order from International Planned Parenthood Federation, 18-20 Lower Regent Street, London SW1Y 4PW, England.

This handbook concludes that even though the world is making progress in meeting basic needs of food, housing, water, energy, jobs, health, and education, in each case population growth compounds the problems.

The most direct impact of rapid population growth is on environment and resources, the handbook says. "In a very immediate way, more people require more resources even for basic existence: more land for agriculture and housing, more water, more fertilizer, more energy, more minerals."

Specific analysis is provided for each of the main areas of need — water, energy, land, jobs, health, education, and family planning.

The Japanese: Everyday Life in the Empire of the Rising Sun, by Jean-Claude Courdy, translated from the French by Raymond Rosenthal, 1984, New York: Harper & Row, Publishers, 269 pp., $22.95. Order from Harper & Row, Publishers, 10 East 53rd Street, New York, NY 10022.

This book is an engrossing collection of insights on the Japanese culture, compiled by a French journalist who does not hesitate to illustrate the facts with vivid personal anecdotes. The author begins with an account of his "infatuations and revulsions vis-a-vis the Japanese," but continues beyond his own astounded reactions, "trying to forget my prejudices, my education, what people told me about Japan, and the cliches I myself harbored." The result is a description of the tradition and the modernism, the myth and the reality that coexist in Japanese society today.

Courdy discusses topics of practical interest to those maintaining a business relationship with the Japanese: the professional milieu, the Japanese and technology, women in business, the diplomacy of consensus, the Japanese language and its ambiguities, the three levels of employment, employee-management relations and trade unionism, Japanese-American relations, and how the Japanese view their economy. Check the book's helpful index to discover the importance of calling cards, the function of corridor conversations, and how to travel in Tokyo.

International Marketing Data and Statistics 1984 and **European Marketing Data and Statistics 1984,** London: Euromonitor Publications, Ltd., $225 each. Order from Gale Research Co., Book Tower, Detroit, MI 48226.

The 1984 versions of these two useful volumes are now available. *European Marketing Data and Statistics 1984* covers 30 countries in Eastern and Western Europe. *International Marketing Data and Statistics 1984* covers 132 countries throughout the world. Each volume has about 400 pages and furnishes data on such broad areas as population, employment, production, trade, economy, standard of living, consumption, market sizes, retailing, consumer expenditure, housing and households, health and education, culture and mass media, communications and travel. •

Coming Next Month:

Peter Inserra makes a full-report on the ESOMAR seminar on Marketing to Children and Youth in Europe.

Country Profile: Spain. Spain's entry into the European Community makes understanding its population even more important. •

Regions

Asia

China

China's claim of a very low error rate on its 1982 population census count will be under scrutiny for a long time. *Asian and Pacific Census Forum* (Vol. 10, No. 3) contains one of the first thorough discussions of the subject, written by Ronald Freedman, professor of sociology and associate director of the Population Studies Center at the University of Michigan, Ann Arbor.

The article reviews the methods used for the census pretest and the actual enumeration. Freedman comments that the population counted in the pretests alone was "larger than the total population of most countries of the world."

While Freedman says hidden errors may exist, he doubts they are frequent or large. "The immobility of the Chinese population, the strong administrative-political control system, and resources of the registration system all add to the credibility of the census. Even if the error rate turned out to be 10 times higher than that reported, the Chinese census still would be a notable effort," Freedman says.

But he adds, "The credibility of the very low error rates will be better established when the publication of detailed substantive results of the census make possible demographic checks of various kinds by both Chinese and other demographers."

Japan

A list of Japanese publications in English is now available from OCS America, Inc., Room 461 National Press Building, 14th & F St., N.W., Washington, DC 20045; telephone (202) 347-4233. Included in the list are several publications from JETRO and the Prime Minister's Office, the primary source for census and other statistical data.

More than three-quarters of the small number of imported cars on Japanese streets are German. Although imports are on the rise and expected to exceed 40,000 this year, their number is dwarfed by the 5.6 million cars the Japanese export annually. During the first half of 1984, according to Tokyo's Association of Imported Auto Dealers, 20,238 autos were delivered from overseas, a 20.2 percent upturn from the same period of 1983. West German cars imported by Japan showed a slightly larger proportional increase, to 15,574.

Philippines

The government seeks to bring down the country's annual population growth to 2 percent by 1987, a level considered good for the national welfare, according to a Philippines Commission on Population report in the latest edition of Asian-Pacific Population Programme News.

The Philippines population growth rate declined from 3.1 percent in the 1960s to about 2.7 percent in 1983. The total fertility rate dropped from 6.3 in 1965 to 4.5 in 1982, according to Perla B. Sanchez, writing in the ESCAP-sponsored publication.

The average age at marriage now is 24 years compared with 22 years in the 1960s.

Contraceptive use has increased from 16 percent of married women in 1968 to 41 percent in 1980 and it is expected to reach 64 percent by 1992. Ninety-four percent of Filipinos say they know about family planning and more couples now favor having small families — a maximum of three children is considered a small family in the study.

The Commission reported that smaller families are usually happier, more stable, and better-off financially. Their children tend to be bigger, taller, and healthier since the nutritional intake of each family member is larger. Each child also is likely to have more of the parents' time.

Europe

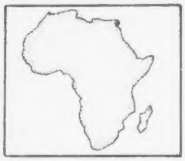
Divorces Triple

Divorces in the European Community have tripled in the last 20 years, according to Eurostat. In the same period, illegitimate births have doubled.

The annual divorce rate in the European Community was 1.6 per 1,000 people in 1981, up from 0.5 per 1,000 people in 1960. The illegitimate birth rate rose from 45.5 per 1,000 births in 1960 to 92.1 per 1,000 births.

Meanwhile the overall birth rate has declined from 18 per 1,000 people in 1960 to 12.2 per 1,000 in 1982. European experts are now projecting that the population of the ten countries will grow by only 2.7 percent between now and the turn of the century.

Europe Magazine reports that forecasts show the total population of the Community will be about 279 million people by 2000, up from 272 million in 1982. If Spain and Portugal are added as expected in 1986, the total population of the Community would be about 333 million by the year 2000, up from 320 million in 1982. These figures imply growth of 4.1 percent between now and the turn of the century. Spain and Portugal would grow by 12.5 percent in the same period.



Africa

Nigeria

Preliminary results from a survey conducted in Nigeria as part of the World Fertility Survey put the average number of children ever born to women who have completed their child-bearing years at 5.6. As opposed to this, the total fertility rate for Nigeria is 6.9 children per woman.

The preliminary results indicate that the fertility rate in Nigeria remains high. Furthermore, most women interviewed in the survey — including those who already have nine children or more — would like to have more children. There is little voluntary use of contraception.

The survey shows that women with a secondary school education or more, marry later, have fewer children, and are more likely to practice contraception. The children of educated women were also more likely to survive, possibly because the women married later, began child bearing at a later age, and have fewer children overall. Women with only primary or middle schooling, however, may bear more children, probably because they no longer use traditional child-spacing methods, nor do they accept contraception.

South Africa

While the South African population's growth rate declines, its life span is increasing, according to a recent publication from Stellenbosch University's Institute of Futures Research.

The report says the fertility rate of white women in the five years to 1985 averaged 2.05 children per woman, but is expected to drop to 1.81 within the next five years and stabilize at 1.73 on a par with the rest of the Western world.

The fertility rate of colored women is expected to decline from 3.34 children to 2.04 by the year 2000, and that of black women from 5.21 children to 3.7.

While white men now reach an average age of 64 years, this is expected to increase to about 66 years by the end of the century, while white women should live to about 72 years.

Coping with African Drought

The current African drought affects some 34 countries in both Southern Africa and the Sahelian zone.

The drought has had a devastating effect on food production, cash crops, livestock, and power supplies. The Food and Agriculture Organization estimates that 3.3 million tons of food aid will be needed. As of March, 2.3 million tons had been pledged, but The World Bank had to step in to solve problems with delivery.

The donations help solve the crisis on a short-term basis, but in the medium term a program is needed to restore the productive capacity of the stricken countries. Even more important, according to World Bank authorities, is the need to arrest and reverse the decline in per capita food production in sub-Saharan Africa. Future agricultural projects should include rehabilitation schemes, such as replanting tree crops and repairing irrigation systems.

Between 60 and 90 percent of all African families rely on fuelwood for their energy needs. This heavy use has caused a rapid disappearance of forests and vegetation. This in turn, reduces soil fertility, accelerates soil erosion, and eventually triggers a slow but relentless process of "desertification." This process threatens the survival of people living in the more arid regions of sub-Saharan Africa. Current projections indicate that by 2000 the natural forest cover will have virtually disappeared in most of the Sahel and Horn of Africa.

At the heart of the problem is a rate of population growth that far exceeds the modest and fragile ecological potential of the land. So far, little has been done to curb population growth, nor is there the technology and sociological knowledge required to develop large-scale rural development programs and forest plantations that would arrest this process and increase the carrying capacity of the land.

A possible scenario for the future of sub-Saharan Africa consists of a gradual and inexorable destruction of the environment, with the people surviving mainly on food aid and remittances from migrant workers. But there is a brighter scenario, one which requires considerable progress in three areas: technology, land tenure, and financial incentives.

What is needed, World Bank analysts say, is the development of drought-resistant, high-yielding varieties of sorghum and millet, the staples of the region, and of fast-growing, drought-resistant tree species that can serve the varied needs of rural populations.

Lesotho

Lesotho, with a population of 1 million and an average annual growth rate of 2.8 percent, is launching a project to relieve a shortage of classrooms in the primary grades and to raise the quality of instruction at the primary, secondary, and vocational levels. The project, part of a government program to improve the educational system, includes construction of classrooms, training for teachers and principals, and establishment of a business and commercial stream at a vocational school.

According to latest World Bank figures, the average woman in Lesotho now bears nearly 6 children in her lifetime. The population would be growing much faster except that the infant mortality rate is now about 94 per thousand compared with 11 per thousand in the United States and even lower rates in many European countries. Life expectancy is 55 years for women and 51 years for men. About 40 percent of the population is under age 15.

The International Development Association is supporting the project with about $10 million. Since 1974, IDA has spent about $22 million to develop education and training in Lesotho.

The current project includes the construction of 330 classrooms at about 100 elementary schools. Classrooms, labs, and workshops will be built at about eight high schools. Science equipment and materials will go to selected secondary schools. •

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